



Australian Government

AURACA101 Respond to customer needs and enquiries in an automotive workplace

Release: 1

AURACA101 Respond to customer needs and enquiries in an automotive workplace

Modification History

Release	Comments
Release 1	This version first released with AUR Automotive Retail, Service and Repair Training Package Version 6.0

Application

This unit describes the skills and knowledge required to identify customer needs and enquiries and provide effective information and advice when supplying automotive products and services.

The unit applies to those working in an automotive workplace.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Unit Sector

Common Sales and Marketing

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Identify customer need or enquiry regarding product or service	1.1 Greet customer according to workplace procedures and customer service standards 1.2 Identify and clarify customer requirement relating to specific product or service 1.3 Provide referrals to personnel where customer need or enquiry is outside scope of own responsibility or authority in line with workplace procedures
2. Provide information and advice to customer	2.1 Provide information that addresses customer need or enquiry in a timely, efficient and courteous manner to build a positive relationship and customer loyalty 2.2 Ask questions to confirm that information satisfies customer need or enquiry

	2.3 Identify outstanding customer requirements and address promptly in a courteous and discreet manner, or refer to personnel in line with workplace procedures
3. Finalise customer contact	<p>3.1 Seek customer feedback about product or service and record as required according to workplace procedures</p> <p>3.2 Complete follow-up action effectively according to workplace procedures and timeframes</p> <p>3.3 Address customer complaints or dissatisfaction or escalate to personnel according to workplace procedures</p> <p>3.4 Conclude interaction with customer in line with workplace procedures and customer service standards</p>

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Learning	<ul style="list-style-type: none"> Locates required sources of information efficiently.
Oral communication	<ul style="list-style-type: none"> Speaks clearly to be understood, using required automotive workplace terms Uses required visual gestures to assist customer understanding Listens effectively, giving feedback to customer to confirm clear understanding.
Writing	<ul style="list-style-type: none"> Fills out workplace documentation legibly Provides information or records customer requirements in relevant forms or documentation.
Planning and organising	<ul style="list-style-type: none"> Sets and monitors timeframes or schedules relating to customer service.
Problem solving	<ul style="list-style-type: none"> Identifies own role and responsibilities in the workplace Follows workplace procedures for responding to customer enquiries.
Technology	<ul style="list-style-type: none"> Operates telephone systems and other communication equipment Operates computer systems.

Unit Mapping Information

Supersedes and is equivalent to AURACA001 Respond to customer needs and enquiries in an automotive workplace.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=b4278d82-d487-4070-a8c4-78045ec695b1>