



Australian Government

Assessment Requirements for AURSAA002 Maintain customer aftermarket relations

Release: 1

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Modification History

Release	Comment
Release 1	New unit of competency.

Performance Evidence

Before competency can be determined, individuals must demonstrate they can perform the following according to the standards defined in this unit's elements, performance criteria and foundation skills:

- access and update customer data on an automotive workplace database or simulated customer database for three different customers
- provide professional aftermarket service relating to different aftermarket product or service requirements to the above customers.

Knowledge Evidence

Individuals must be able to demonstrate knowledge of:

- formal and informal channels and networks used to communicate with customers and to capture customer information
- role of social media in customer service
- typical fields of information or data captured in customer databases
- current and emerging customer needs, expectations and trends in the workplace or automotive industry
- key features of automotive industry and workplace customer loyalty programs and promotional activities
- active listening and questioning techniques
- telephone techniques
- strategies for dealing with dissatisfied customers
- basic marketing and sales techniques
- workplace procedures relating to:
 - aftermarket sales and service and processes
 - maintaining customer databases

- key requirements relevant to aftermarket service of:
 - automotive industry codes of practice
 - workplace procedures relating to consumer rights and privacy
- vehicle and equipment product knowledge relevant to aftermarket product and sales.

Assessment Conditions

Assessors must satisfy NVR/AQTF assessor requirements.

Competency is to be assessed in the workplace or a simulated environment that accurately reflects performance in a real workplace setting.

Assessment must include direct observation of tasks.

Where assessment of competency includes third-party evidence, individuals must provide evidence that links them to maintaining customer aftermarket relations, e.g. customer feedback forms.

Assessors must verify performance evidence through questioning on skills and knowledge to ensure correct interpretation and application.

The following resources must be made available:

- automotive sales and service workplace or simulated workplace
- computer with customer database and information
- three different customers with different aftermarket requirements.

Links

Companion Volume implementation guides are found in VETNet -

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

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