



Australian Government

Department of Education, Employment and Workplace Relations

CPPDSM4048B Implement customer service strategies in the property industry

Release: 1

CPPDSM4048B Implement customer service strategies in the property industry

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit of competency specifies the outcomes required to provide advice to customers and evaluate customer service in the property industry. It requires the ability to obtain and analyse client feedback and design strategies for future improvement to customer service strategies. The unit may form part of the licensing requirements for persons working in the property industry, including in the real estate, business broking, stock and station agency and property operations and development sectors, in those States and Territories where these are regulated activities.

Application of the Unit

Application of the unit

This unit of competency supports the work of those in the property industry involved in providing advice to customers and evaluating customer service.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit of competency is packaged, will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

| ELEMENT | PERFORMANCE CRITERIA |
|---|---|
| 1 Advise on customer needs. | 1.1 <i>Customer needs</i> are accurately assessed and clarified using appropriate <i>communication techniques</i> . 1.2 Problems matching service delivery to customer needs are diagnosed and options for improved service are developed within <i>organisational requirements</i> . 1.3 Relevant and constructive advice is provided that promotes the improvement of customer service delivery. 1.4 <i>Business equipment and technology</i> are used to structure and present information on customer service needs according to applicable OHS and organisational requirements. |
| 2 Support implementation of customer service strategies. | 2.1 Customer service strategies and opportunities are promoted to <i>relevant people</i> according to organisational and <i>legislative requirements</i> . 2.2 Available resources are identified and allocated to fulfil customer service objectives according to organisational requirements. 2.3 <i>Procedures to resolve customer difficulties</i> and complaints are actioned according to organisational procedures. 2.4 <i>Coaching and mentoring assistance</i> is provided to colleagues to overcome difficulties in meeting customer service standards. |
| 3 Evaluate and report on customer service. | 3.1 Client satisfaction with service delivery is reviewed using verifiable data according to organisational requirements. 3.2 Changes necessary to maintain service standards are identified and actions implemented according to organisational procedures. 3.3 Conclusions and recommendations are prepared from verifiable data and constructive advice is provided on future directions of customer service strategies. 3.4 Systems, records and reporting procedures are maintained to compare changes in customer satisfaction. |

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

Required skills:

- application skills to apply relevant agreements, codes of practice or other legislative requirements to work processes
- computing skills to access the internet and web pages, prepare and complete online forms, lodge electronic documents and search online databases
- evaluation skills to assess effectiveness of customer service strategies
- interpersonal skills to develop a rapport with customers and relate to people from a range of social, cultural and ethnic backgrounds and varying physical and mental abilities
- language skills to allow for adequate communication with customers
- literacy skills to interpret customer feedback and respond to customer complaints
- numeracy skills to analyse customer service data, interpret customer requirements and meet their needs
- problem solving skills to identify alternative services that better match customer needs
- technology skills to organise customer service data, prepare and present information to customers, and prepare reports on improvements to customer service strategies.

Required knowledge and understanding:

- common problems relating to customer service
- consultation methods, techniques and protocols
- organisational business structure, products and services
- organisational policy and procedures for customer service, including handling customer complaints
- principles of customer services
- product and service standards and best practice models
- relevant federal and state or territory legislation and local government regulations related to:
 - anti-discrimination
 - consumer protection
 - environmental issues
 - equal employment opportunity (EEO)
 - financial probity
 - franchise and business structures
 - industrial relations
 - OHS
 - property sales, leasing and management

REQUIRED SKILLS AND KNOWLEDGE

- techniques for dealing with customers with special needs.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Overview of assessment

This unit of competency could be assessed through practical demonstration of providing advice to customers and evaluating customer service. Targeted written (including alternative formats where necessary) or verbal questioning to assess the candidate's underpinning knowledge would provide additional supporting evidence of competence. The demonstration and questioning would include collecting evidence of the candidate's knowledge and application of ethical standards and relevant federal, and state or territory legislation and regulations. This assessment may be carried out in a simulated or workplace environment.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

A person who demonstrates competency in this unit must be able to provide evidence of:

- demonstrating appropriate customer relations behaviour and designing strategies to improve delivery of services
- distinguishing between different levels of customer satisfaction
- identifying and confirming needs, priorities and expectations of the organisation and owner in delivering services to customers
- knowledge of organisation's practices, ethical standards and legislative requirements associated with providing advice to customers and evaluating customer service
- providing constructive advice on customer service practices
- responding to and reporting on customer complaints and feedback.

Context of and specific resources for assessment

Resource implications for assessment include:

- access to suitable simulated or real opportunities and resources to demonstrate competence
- assessment instruments that may include personal planner and assessment record book

- access to a registered provider of assessment services.

Where applicable, physical resources should include equipment modified for people with disabilities.

Access must be provided to appropriate learning and/or assessment support when required.

Assessment processes and techniques must be culturally appropriate, and appropriate to the language and literacy capacity of the candidate and the work being performed.

Validity and sufficiency of evidence require that:

- competency will need to be demonstrated over a period of time reflecting the scope of the role and the practical requirements of the workplace
- where the assessment is part of a structured learning experience the evidence collected must relate to a number of performances assessed at different points in time and separated by further learning and practice with a decision of competence only taken at the point when the assessor has complete confidence in the person's competence
- all assessment that is part of a structured learning experience must include a combination of direct, indirect and supplementary evidence
- where assessment is for the purpose of recognition (RCC/RPL), the evidence provided will need to be current and show that it represents competency demonstrated over a period of time
- assessment can be through simulated project-based activity and must include evidence relating to each of the elements in this unit.

In all cases where practical assessment is used it will be combined with targeted questioning to assess the underpinning knowledge. Questioning will be undertaken in such a manner as is appropriate to the language and literacy levels of the candidate and any cultural issues that may affect responses to the questions, and will reflect the requirements of the competency and the work being performed.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below. Add any essential operating conditions that may be present with training and assessment depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts.

Customers may include:

- corporate customers
- customers with routine or special requests
- individual members of the organisation
- internal or external customers
- members of the public
- other agencies
- people from a range of social, cultural or ethnic backgrounds
- regular or new customers.

Customer needs may relate to:

- advice or general information
- company information on services
- contract administration
- current and planned property development
- making an appointment
- management policy and procedures
- property characteristics, including:
 - availability of alternative energy sources
 - accessibility for people with disabilities
 - energy efficiency
 - energy ratings
 - water saving devices
- property operations
- sales and marketing services
- specific information.

Communication

techniques may include:

- active listening
- clear, legible writing
- maintaining eye contact
- non-verbal communication, such as body language and personal presentation
- speaking clearly and concisely
- using appropriate language and tone of voice

- using open and closed questions.

Organisational

requirements may be outlined and reflected in:

- business and performance plans
- complaint and dispute resolution procedures
- legal and ethical requirements and codes of practice
- marketing guidelines
- OHS policies, procedures and programs
- policies and procedures in relation to client service
- quality and continuous improvement processes and standards.

Business equipment and technology may include:

- computers
- data storage devices
- email
- facsimile machines
- internet, extranet and intranet
- photocopiers
- printers
- scanners
- software applications, such as databases and word applications.

Relevant people may include:

- colleagues
- committees
- customers
- external organisations
- supervisors.

Legislative requirements may be outlined and reflected in:

- Australian standards
- codes of practice covering the market sector and industry, financial transactions, taxation, environment, construction, land use, native title, zoning, utilities use (water, gas and electricity), and contract or common law
- home building requirements
- privacy requirements
- quality assurance and certification requirements
- relevant federal, and state or territory legislation that affects organisational operation, including:
 - anti-discrimination and diversity
 - environmental issues
 - EEO
 - industrial relations
 - OHS
- strata, community and company titles
- tenancy agreements
- trade practices laws and guidelines.
- external agencies, such as the Ombudsman

Procedures to resolve

customer difficulties may include:

- providing replacement products or services
- referrals to supervisor
- refund of monies
- review of products or services
- using conflict management techniques.

Coaching and mentoring assistance may include:

- fair and ethical practice
- non-discriminatory processes and activities
- presenting and promoting a positive image of the collective group
- problem solving
- providing encouragement
- providing feedback to another team member
- respecting the contribution of all participants and giving credit for achievements.

Unit Sector(s)

Unit sector

Property development, sales and management

Competency field

Competency field

Property operations and development