



Australian Government

Department of Education, Employment and Workplace Relations

CPPDSM5010A Determine needs of customer populations in the property industry

Release: 1

CPPDSM5010A Determine needs of customer populations in the property industry

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit of competency specifies the outcomes required to analyse customer populations or market segments in the property industry. It requires the ability to gather, analyse and interpret data in order to plan and evaluate customer service relationships and develop methods of improvement.

The unit has been contextualised and is based on unit GCSS07A Determine needs of client populations, from the Customer Service Generic Guideline Competencies. 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 involved in analysing customer population and market segments.

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 Analyse needs of customer populations.	<p>1.1 <i>Information</i> is sourced through both formal and informal channels according to <i>organisational requirements</i>.</p> <p>1.2 Information on issues related to business environment affecting <i>customers</i> is collected and used in assessment.</p> <p>1.3 Information is analysed and interpreted to identify and assess <i>customer needs, expectations</i> and satisfaction levels.</p> <p>1.4 Decisions about matching of services and customer needs are based on up-to-date information.</p>
2 Plan and develop customer service.	<p>2.1 Plans are developed to meet customer needs and deliver improved customer service.</p> <p>2.2 Specific aspects of products and services and their delivery are modified as needed to meet changing customer service requirements.</p> <p>2.3 Competitive comparisons are analysed and evaluated as input into planning process.</p> <p>2.4 Customer service provisions are established through detailed and structured market research and <i>analysis</i>.</p> <p>2.5 Changes to customer service are within organisational capability, including policies and budgetary framework and procedural and <i>legislative requirements</i>.</p>
3 Evaluate customer service relationship.	<p>3.1 Information that measures level of customer satisfaction with its products and services is obtained.</p> <p>3.2 Information on how organisation compares with competition and best practice is analysed and evaluated.</p> <p>3.3 Appropriate initiatives are implemented or actioned.</p>

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:

- computing skills to access the internet and web pages, prepare and complete online forms, lodge electronic documents and search online databases
- interpersonal skills to 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 relevant personnel

REQUIRED SKILLS AND KNOWLEDGE

- literacy skills to access and write required procedures and reports
- numeracy skills to interpret statistical information
- technical skills to complete reports.

REQUIRED SKILLS AND KNOWLEDGE

Required knowledge and understanding:

- industry benchmarks
- methods and techniques to analyse market segments
- organisational and professional procedures, ethical practices and business standards
- 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
 - privacy
 - property sales, leasing and management
- relevant local market conditions.

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 analysing a population or market segment. 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

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

competency in this unit

- applying organisational customer service goals as well as established principles of customer service in the provision of products and services
- developing systems and procedures to deliver quality customer service in an appropriate timeframe
- gathering and analysing information relating to customer base and comparative market data to evaluate customer service relationship
- knowledge of organisation's practices, ethical standards and legislative requirements associated with analysing a population or market segment
- modifying existing organisational systems and procedures to take account of identified changes in customer population.

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.

Information may include:

- customer satisfaction surveys
- information from the Australian Bureau of Statistics
- organisational budgets
- raw data.

Organisational requirements may be outlined and reflected in:

- access and equity principles and practice guidelines
- business and performance plans
- complaint and dispute resolution procedures
- goals, objectives, plans, systems and processes
- legal and ethical requirements and codes of practice
- mission statements and strategic plans
- OHS policies, procedures and programs
- policies and procedures in relation to client service
- quality and continuous improvement processes and standards
- quality assurance and procedure manuals.

Customers may include:

- customers with routine or special requests
- people from a range of social, cultural or ethnic backgrounds
- people with varying physical and mental abilities
- regular and new customers.

Customer needs and

- income stream projections

expectations may relate to:

- short and long-term goals.

Analysis:

- may be:
 - explorative, descriptive, causative or predictive
 - quantitative and qualitative
- may include:
 - basic statistical analysis
 - critical analysis
 - mathematical calculations
 - problem solving.

Legislative requirements may be outlined and reflected in:

- Australian standards
- general duty of care to clients
- home building requirements
- privacy requirements
- relevant federal, and state or territory legislation that affects organisational operation, including:
 - anti-discrimination and diversity
 - environmental issues
 - EEO
 - industrial relations
 - OHS
- relevant industry 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
- strata, community and company titles
- tenancy agreements
- trade practices laws and guidelines.

Unit Sector(s)

Unit sector Property development, sales and management

Competency field

Competency field Property operations and development