



Australian Government

Assessment Requirements for FNSCUS504 Manage premium customer relationships

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with FNS Financial Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- review data to conduct customer segmentation analysis and evaluation, and accurately identify customer needs
- develop service strategies, including reward and recognition approaches, to build customer relationships
- provide targeted product/service options for premium customers
- construct and analyse feedback and exception reports
- maintain and apply a thorough knowledge of organisational products and services.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- explain how customer motivations, needs and wants are tailored in premium relationships
- outline organisational criteria used to determine high value/premium customers
- compare and contrast financial products and services of the organisation and their benefits and applications to premium customer relationships
- describe key requirements of organisational policy, procedures and protocols relevant to building premium customer relationships
- outline the features of organisational systems for collecting and analysing data
- describe principles of customer relationship marketing.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the customer service field of work and include access to:

- common office equipment and consumables
- systems used by the organisation to provide services to customers
- financial services product information
- organisational policy and practices.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c7200cc8-0566-4f04-b76f-e89fd6f102fe>