



Australian Government

Department of Education, Employment and Workplace Relations

PRMCMN302A Respond to client inquiries and complaints

Release: 1

PRMCMN302A Respond to client inquiries and complaints

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit of competency involves the skills and knowledge to respond effectively to client inquiries or complaints regarding company services. The worker needs to handle formal or informal inquiries or negative feedback/complaints from clients about services/products. It requires a worker to accept responsibility for the processing of client inquiries or complaints and communicate with clients to resolve issues. It also requires the worker to have research ability and administrative skills in order to satisfy complex client needs and be familiar with products/services that vary widely.

The unit may be expected to apply to a worker who has significant contact with external clients. The worker could provide information on routine, well-defined services/products to clients, or deal with inquiries or complaints of a more complex nature. This unit would usually be carried out under supervision, within organisational guidelines.

Application of the Unit

Not Applicable

Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Not Applicable

Employability Skills Information

Not Applicable

Elements and Performance Criteria Pre-Content

Not Applicable

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

- | | |
|--|--|
| <p>1 Identify nature and type of inquiry or complaint</p> | <p>1.1 Address <i>client</i> in a courteous and business-like manner in accordance with <i>company requirements</i></p> <p>1.2 Confirm details of inquiry or <i>complaint</i> through suitable <i>communication</i> with client in accordance with <i>company requirements</i></p> <p>1.3 Establish <i>client needs</i> and degree of urgency promptly in accordance with <i>company requirements</i></p> <p>1.4 Record details of inquiry or <i>complaint</i> to ensure accurate records are maintained in accordance with <i>legislative</i> and <i>company requirements</i></p> <p>1.5 Identify impact of relevant <i>legislative</i> and <i>company requirements</i> for handling inquiries and <i>complaints</i></p> <p>1.6 Allocate a priority to inquiries or <i>complaints</i> requiring additional research and ensure arrangements are made for follow-up in accordance with <i>company requirements</i></p> |
| <p>2 Research information relevant to inquiry or complaint</p> | <p>2.1 Identify <i>information</i> relevant to <i>client needs</i> from company and industry sources in accordance with <i>company requirements</i></p> <p>2.2 Review <i>records</i> to establish history of service in accordance with <i>company requirements</i></p> <hr/> <p>2.3 Inspect site where appropriate with <i>client</i> to consider inquiry or confirm existence of problem in accordance with <i>company requirements</i></p> <p>2.4 Assess probability of associated problems from the information available in accordance with <i>company requirements</i></p> <p>2.5 Seek advice from <i>appropriate personnel</i> where necessary on nature of problem and proposed <i>solution</i> in accordance with <i>company requirements</i></p> |
| <p>3 Refer inquiries or complaints</p> | <p>3.1 Identify inquiries or <i>complaints</i> that require referral to other personnel or external bodies in accordance with <i>legislative</i> and <i>company requirements</i></p> <p>3.2 Make referrals to <i>appropriate personnel</i> for follow-up in accordance with individual level</p> |

ELEMENT	PERFORMANCE CRITERIA
	<p>of responsibility and <i>company requirements</i></p> <p>3.3 Forward documents and investigation reports to <i>appropriate personnel</i> in accordance with <i>company requirements</i></p> <p>3.4 Follow up with <i>appropriate personnel</i> to gain prompt decisions in accordance with <i>company requirements</i></p>
4 Communicate with clients and/or their agents to resolve issue	<p>4.1 Establish need for written, verbal or personal <i>response</i> in accordance with nature of inquiry and <i>company requirements</i></p> <p>4.2 Prepare response to inquiry or complaint in accordance with <i>company requirements</i></p>
5 Satisfy complex client needs	<p>5.1 Explain possibilities for meeting <i>client needs</i> in accordance with <i>legislative</i> and <i>company requirements</i></p> <p>5.2 Assist clients to evaluate service/product options to satisfy their needs in accordance with <i>legislative</i> and <i>company requirements</i></p> <p>5.3 Determine and prioritise preferred action in accordance with <i>legislative</i> and <i>company requirements</i></p>
	<p>5.4 Identify potential areas of difficulty in client service delivery and take appropriate actions in a positive manner in accordance with <i>legislative</i> and <i>company requirements</i></p>
6 Update relevant files and records	<p>6.1 Complete <i>business documentation</i> in accordance with <i>company requirements</i></p> <p>6.2 Advise work allocations promptly to relevant staff in accordance with <i>company requirements</i></p> <p>6.3 Collate information on the type and source of inquiries to enable subsequent data analysis in accordance with <i>company requirements</i></p>
7 Update policy and procedures where required	<p>7.1 Provide <i>information</i> on the identified problem and <i>solutions</i> to management to assist in updating company policy and procedures in accordance with <i>company requirements</i></p> <p>7.2 Debrief staff on the nature of the problems and <i>solutions</i> implemented to reduce incidence of recurrence in accordance with <i>legislative</i> and <i>company requirements</i></p>

Required Skills and Knowledge

Refer to Evidence Guide

Evidence Guide

EVIDENCE GUIDE

Critical aspects of competency

- Accurate identification of customer needs through the use of appropriate interpersonal skills.
- Detailed knowledge of company procedures for handling complaints.
- Ability to provide solutions/options and resolve issue to standards in an appropriate timeframe.
- Ability to handle difficult clients and situations with diplomacy and tact.
- Ability to refer complaints to appropriate personnel in accordance with company requirements.
- Ability to record and document issue and resolution according to company requirements.

Knowledge needed to achieve the performance criteria

Knowledge and understanding are essential to apply this unit in the workplace, to transfer the skills to other contexts and to deal with unplanned events. The knowledge requirements for this unit are listed below.

- Common industry and company service problems and solutions.
- Legal and ethical industry and company aspects.
- Client motivations and expectations.
- Effective communication techniques may include but are not limited to:
 - active listening
 - using open and/or closed questions
 - speaking clearly and concisely
 - using appropriate language and tone of voice
 - giving clients full attention
 - maintaining eye contact (for face-to-face interactions)
 - non-verbal communication e.g. body language, personal presentation (for face-to-face interactions)
 - clear, legible writing
- Industry ethics and practice.
- Relevant government policies and regulations.
- Detailed product/service knowledge.
- Importance of client complaints, good communication and an individual's role in processing client complaints.
- Company policy and procedures for handling and documenting client complaints.

Specific skills needed to achieve the performance criteria

To achieve the performance criteria, some complementary skills are required. These relate to the ability to:

- use communication skills that assist in identifying and meeting client needs including:
 - accurate recording and report writing skills
 - problem-solving skills to interpret client needs
 - issue resolution techniques
 - negotiation skills
- use language skills that allow for adequate communication with required people

- use literacy skills to the level required to process complaints
- use numeracy skills to the level required to interpret client complaints and take required actions
- use technology skills to complete business documentation and enter information to databases
- relate to people from a range of social, cultural and ethnic backgrounds.

Other units of competency that could be assessed with this unit

Where practical, this unit should be assessed in an integrated fashion with other appropriate units.

This unit could be assessed on its own or in combination with other competencies relevant to the job function.

Resources required to assess this unit

Practical assessment will frequently be in the workplace or a suitable similar environment. Access to such an environment will be required. The candidate and the assessor should have access to the appropriate documentation and resources normally utilised in the workplace. This includes access to the following:

- a suitable work area, or a simulated workplace environment, that allows for demonstration of handling client complaints
- access to relevant databases and information sources
- company procedures for complaints handling
- assessment documentation forms and record books.

Gaining evidence to assess this unit

For valid and reliable assessment of this unit, the competency should be demonstrated over a period of time and be observed by the assessor (or assessment team working together to conduct the assessment). The competency is to be demonstrated in a range of situations that may include customer/workplace interruptions and involvement in related activities normally experienced in the workplace.

Assessment requires that the resolution of client complaints meets the objectives of the client, company and industry expectations in the particular organisational setting. Evidence of competency is best obtained through practical resolution of actual client problems under normal industry operating conditions. If this is not practicable observations in realistic simulated environments may be substituted. Oral questioning and hypothetical situations may also be used to assess competence.

Supplementary evidence may be obtained from relevant written correspondence, internal records, supervisor reports and client satisfaction surveys. Information derived from enterprise policy and practices must be treated as commercial-in-confidence.

Performance and assessment of this unit must be carried out within the relevant requirements of the legislative and industry framework and as set out in company OHS policies and procedures.

Key competency levels

There are a number of processes learnt throughout work and daily life that are required in all jobs. They are fundamental processes and generally transferable to other work environments. Some of these work processes are covered by the key competencies listed below. Information provided to each question highlights how these processes are applied in this unit of competency.

The number in brackets indicates the level to which the key competency should be demonstrated.

- 1** Perform the process **2** Perform and administer the process **3** Perform, administer and design the process

How can information be collected, analysed and organised (2) ?	Interpret and analyse client objectives/expectations against company requirements for issue resolution. Develop customised solutions to client needs and deliver that service to standard required.
How can communication of ideas and information (2) be applied?	Utilise high-level communication skills when handling complaints. Accurately complete records and business documentation.
How are activities planned and organised (2) ?	Organise and track tasks in line with company service standards.
How can teamwork (2) be applied?	Communicate with colleagues for resolution or referral of issues/problems.
How can the use of mathematical ideas and techniques (1) be applied?	Calculate amount of refund or returns.
How can problem-solving skills (2) be applied?	Develop acceptable solutions and deliver that service to standard and in an appropriate timeframe. Identify where client requirements can and cannot be met and to suggest alternatives.
How can the use of technology (1) be applied?	Store and retrieve client information and communicate via e-business communication modes.

Range Statement

RANGE STATEMENT

The range statement links the required knowledge and organisational and technical requirements to the workplace context. It describes any contextual variables that will be used or encountered when applying the competency in work situations. It allows for different work practices and work and knowledge requirements as well as for differences between organisations and workplaces. The following variables may be present for this particular unit.

Appropriate personnel may include:

- colleagues
- staff or employee representatives
- supervisor/line manager
- suppliers/manufacturers.

Business documentation may include:

- databases
- email
- faxes
- quotations/pricing estimates
- standard letters
- statements
- tax invoices.

Client needs may relate to:

- advice or general information
- domestic, commercial or industrial interests
- hours of operation
- making complaints/suggestions
- purchasing products and services
- specific requests.

Clients may be external and internal and include:

- clients 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 including but not limited to:
 - business enterprises including private or public companies
 - government agencies
 - members of the public
 - residents of private households
 - suppliers.

Communication may include:

- personal visit
- presentation
- telephone discussions.

Company requirements may include:

- code of ethics
- company image
- dress/uniform code
- legal and company policy/guidelines
- legislation relevant to the work or service function
- OHS policies, procedures and programs
- personnel practices and guidelines outlining work roles, responsibilities and delegations
- quality systems, standards and guidelines
- staff appearance and presentation.

Complaints may range from a simple client dissatisfaction that can be resolved on the spot to scenarios where external bodies are required and may include:

- formality
- severity

- source.

Information may be:

- communicated electronically e.g. by email
- contained in company databases
- contained in manufacturers' specifications or information
- provided verbally
- written e.g. product brochures.

Legislative requirements may include:

- Australian Standards, quality assurance and certification requirements
- award and enterprise agreements
- industry advisory standards and codes
- relevant Commonwealth/state/territory legislation and local government regulations that affect company operation:
 - anti-discrimination and diversity
 - availability of chemical registers/manifests
 - building codes
 - chemical controls
 - chemical registers/manifests
 - consumer protection
 - Dangerous Goods Acts, regulations and codes
 - declared pest (plant and animal) reporting
 - environmental protection issues
 - equal employment opportunity
 - freedom of information
 - industrial equipment certificates of competency or licences
 - industrial relations
 - motor and commercial vehicle(s) transportation
 - motor licence and endorsement regulations
 - OHS Acts and regulations
 - privacy
 - trade practices
 - workplace consultative arrangements.

Records may include:

- audiovisual e.g. tapes
- computer-based systems
- verbal discussions with operators
- written reports e.g. forms and reports.

Responses may include:

- cancellation of service
- client education
- general advice
- information on products/services available including features and benefits
- planned visit
- provision of further information

- quotations/pricing estimates
- referral to others including specialist advisors
- standard industry disclaimers.

Solutions may involve:

- additional service provision
- change in service provision
- clear explanation
- litigation
- mediation
- no action
- payment of compensation
- rectification.
-

Unit Sector(s)

Not Applicable