



Australian Government

RIICCR601D Manage customer relationships

Release: 2

RIICCR601D Manage customer relationships

Modification History

Release	Comment
1	This unit replaces RIICCR601A Manage customer relationships
2	Required frequency and volume of evidence amended in Performance evidence. Substantial amendments made in Assessment Conditions field, including: references to Industry Sectors, assessor and subject matter expert experience requirements, how assessment should be conducted and what it should confirm.

Application

This unit describes a participant's skills and knowledge required to manage customer relationships in the Resources and Infrastructure Industries.

This unit applies to those working in management roles.

No licensing or certification requirements apply to this unit at the time of publication.

Elements and Performance Criteria

1 Plan to meet client requirements	<p>1.1 Access, interpret and apply customer relationship documentation and ensure the work activity is compliant</p> <p>1.2 Research, understand and assess the needs of clients and include them in the planning process</p> <p>1.3 Make provision in plans to negotiate quality, time and cost specifications with clients</p> <p>1.4 Maintain effective communication links and consultative processes with clients</p>
2 Identify opportunities for product and service enhancement	<p>2.1 Identify existing/potential customer base as a guide to demand</p> <p>2.2 Identify service opportunities and promote them to potential clients</p> <p>2.3 Determine client requirements and preferences in relation to services to be supplied as a basis for the marketing strategy</p> <p>2.4 Implement systems to receive, respond to and address client reactions</p> <p>2.5 Implement marketing strategies aimed at improving the</p>

	business' competitive position
3 Explore opportunities to improve client satisfaction	<p>3.1 Deliver products and services to client satisfaction within quality, time, cost and resource parameters</p> <p>3.2 Maintain quality of products and services by establishing client feedback mechanisms</p> <p>3.3 Discuss problems and implement resolution process</p> <p>3.4 Investigate client complaints promptly and use to improve service</p>
4 Monitor marketing performance	<p>4.1 Monitor performance achievements against the marketing plan</p> <p>4.2 Investigate causes of any serious performance deviations and take corrective action</p> <p>4.3 Monitor and optimise production operations</p> <p>4.4 Use resources effectively and efficiently to provide a quality service</p> <p>4.5 Plan and introduce strategies which support the establishment of long term relationships</p> <p>4.6 Adjust product and service delivery promptly and decisively to satisfy client and organisational requirements</p> <p>4.7 Manage written records, reports and recommendations</p>

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit. Further information is available in the Resources and Infrastructure Industry Training Package Companion Volume.

Unit Mapping Information

RIICCR601A Manage customer relationships

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=88a61002-9a21-4386-aaf8-69c76e675272>