



Australian Government

RIICCR601E Manage customer relationships

Release: 1

RIICCR601E Manage customer relationships

Modification History

Release	Comments
Release 1	This version first released with RII Resources and Infrastructure Industry Training Package Version 5.0.

Application

This unit describes the skills and knowledge required to manage customer relationships in the resources and infrastructure industries.

It applies to those who work in management roles. They are generally responsible for the outcomes of others and contribute to the development of solutions to non-routine problems.

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

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Plan to meet client requirements	1.1 Obtain, interpret and confirm work requirements 1.2 Access, interpret and apply documentation required to manage customer relationships 1.3 Identify, assess and determine the needs of clients according to job requirements 1.4 Create plans that that negotiate quality, time and cost specifications with clients 1.5 Maintain effective communication links and consultative processes with clients according to job requirements
2. Identify opportunities for product and service enhancement	2.1 Identify the existing and potential customer base 2.2 Identify service opportunities and promote them to potential clients according to job requirements 2.3 Create a marketing strategy based on the supply requirements of the client 2.4 Implement systems to receive, respond to and address client feedback according to workplace requirements

ELEMENT	PERFORMANCE CRITERIA
	2.5 Implement marketing strategies aimed at improving the competitive position of the business
3. Explore opportunities to improve client satisfaction	3.1 Deliver products and services to client satisfaction within quality, time, cost and resource parameters according to job requirements 3.2 Establish client feedback mechanisms 3.3 Discuss problems with relevant personnel and implement a problem resolution process 3.4 Investigate client complaints according to workplace procedures
4. Monitor marketing performance	4.1 Monitor performance achievements against the marketing plan 4.2 Investigate causes of any serious performance deviations and take corrective action according to job requirements 4.3 Introduce strategies that establish long term client relationships 4.4 Modify own role and responsibilities to meet changing circumstances according to workplace procedures 4.5 Manage systems, written and verbal records and reporting procedures according to job requirements

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Writing	<ul style="list-style-type: none"> Prepares specific information that complies with a range of regulatory requirements, using sector-specific terminology
Reading	<ul style="list-style-type: none"> Identifies and interprets relevant information from workplace procedures, documentation and regulations
Problem solving	<ul style="list-style-type: none"> Demonstrates an understanding of the ways in which variables impact on decision outcomes Identifies a range of factors that impact on a decision, including own values and principles, the needs, power, values, beliefs and assumptions of stakeholders
Oral communication	<ul style="list-style-type: none"> Articulates requirements and responsibilities clearly and distinctively, using industry standard technical language intended for audience and environment

Unit Mapping Information

Supersedes and is equivalent to RIICCR601D Manage customer relationships.

Links

Companion Volume implementation guides is found on VETNet -

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