



Australian Government

Department of Education, Employment and Workplace Relations

RIICCR601A Manage customer relationships

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit covers management of client relationships in the resources and infrastructure industries. It includes planning to meet client requirements, identifying opportunities for product and service enhancement, exploring opportunities to improve client satisfaction, and monitoring marketing performance.

Licensing, legislative, regulatory and certification requirements that apply to this unit can vary between states, territories, and industry sectors. Relevant information must be sourced prior to application of the unit.

Application of the Unit

This unit is appropriate for those working in a management or supervisory role at worksites within:

- Civil construction
- Coal mining
- Drilling
- Extractive industries
- Metalliferous mining

Licensing/Regulatory Information

Refer to Unit Descriptor.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

<p>Elements describe the essential outcomes of a unit of competency.</p>	<p>Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.</p>
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Plan to meet client requirements	1.1. Access, interpret and apply compliance documentation and requirements relevant to the work activity 1.2. Research, understand and assess the needs of clients and include them in the planning process 1.3. Make provision in plans to negotiate quality, time and cost specifications with clients 1.4. Maintain effective communication links and consultative processes with clients
2. Identify opportunities for product and service enhancement	2.1. Identify existing and/or potential customer base as a guide to establishing demand 2.2. Identify service opportunities and promote them to potential clients 2.3. Determine client requirements and preferences in relation to services to be supplied as a basis for the marketing strategy 2.4. Implement systems to receive, respond to and address client reactions 2.5. Implement marketing strategies aimed at improving the business' competitive position
3. Explore opportunities to improve client satisfaction	3.1. Deliver products and services to client satisfaction within quality, time, cost and resource parameters 3.2. Maintain quality of products and services by establishing client feedback mechanisms 3.3. Discuss problems and resolve, where possible, through agreed and accepted processes 3.4. Investigate client complaints promptly and regard them as an opportunity to improve service
4. Monitor marketing performance	4.1. Monitor achievement of performance targets regularly in accordance with the marketing plan 4.2. Investigate causes of any serious performance deviations and take corrective

	<p>action</p> <p>4.3. Monitor and optimise production operations</p> <p>4.4. Use <i>resources</i> effectively and efficiently to provide a quality service to clients</p> <p>4.5. Plan and introduce strategies which support the establishment of long term relationships with clients</p> <p>4.6. Adjust product and service delivery promptly and decisively to satisfy client and organisational requirements</p> <p>4.7. Manage <i>records</i>, reports and recommendations within the organisation's system and processes</p>
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Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

Specific skills are required to achieve the Performance Criteria of this unit, particularly for its application in the various circumstances in which this unit may be used. This includes the ability to carry out the following as required to manage customer relationships:

- manage legal rights and responsibilities
- research techniques for collection of data
- analyse problems
- apply problem solving
- use numerical calculations, including basic arithmetical calculations (addition, subtraction, multiplication, division)
- interpret statistical diagrams, including tables, charts and graphs
- manage contractual rights and responsibilities
- plan and manage customer relationships (including sales, advertising and promotion, logistics)
- apply key marketing concepts and methods
- monitor client satisfaction
- use record keeping systems
- apply communication systems, processes and procedures

Required knowledge

Specific knowledge is required to achieve the Performance Criteria of this unit, particularly for its application in the various circumstances in which this unit may be used. This includes knowledge of the following as required to manage customer relationships:

- legal rights and responsibilities
- contractual rights and responsibilities
- planning and control systems (sales, advertising and promotion, logistics)
- key marketing concepts and methods
- methods of monitoring client satisfaction
- numerical concepts such as percentages, place value for whole numbers and decimals, estimation (for example, quantities, resources, time)
- record keeping systems
- communication systems, processes and procedures

Evidence Guide

<p>The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.</p>	
<p>Overview of assessment</p>	
<p>Critical aspects for assessment and evidence required to demonstrate competency in this unit</p>	<p>The evidence required to demonstrate competency in this unit must be relevant to worksite operations and satisfy all of the requirements of the performance criteria, required skills and knowledge and the range statement of this unit and include evidence of the following:</p> <ul style="list-style-type: none"> • knowledge of the requirements, procedures and instructions for managing customer relationships • implementation of procedures and techniques for the safe, effective and efficient management of customer relationships • the identification of the relevant information and scope of the work required to meet the required outcomes • the identification of viable options and the selection of customer relationship management strategies that best meet the required outcomes • working with other to undertake and complete the management of customer relationships • consistent successful management of customer relationships
<p>Context of and specific resources for assessment</p>	<ul style="list-style-type: none"> • This unit must be assessed in the context of the work environment. Where personal safety or environmental damage are limiting factors, assessment may occur in a simulated environment provided it is realistic and sufficiently rigorous to cover all aspects of workplace performance, including task skills, task management skills, contingency management skills and job role environment skills. • Assessment of this competency requires typical resources normally used in a resources and infrastructure sector environment. Selection and use of resources for particular worksites may differ due to the site circumstances. • The assessment environment should not

	<p>disadvantage the participant. For example, language, literacy and numeracy demands of assessment should not be greater than those required on the job.</p> <ul style="list-style-type: none"> • Customisation of assessment and delivery environment should sensitively accommodate cultural diversity. • Aboriginal people and other people from a non English speaking background may have second language issues. • 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
<p>Method of assessment</p>	<p>This unit may be assessed in a holistic way with other units of competency. The assessment strategy for this unit must verify required knowledge and skill and practical application using more than one of the following assessment methods:</p> <ul style="list-style-type: none"> • written and/or oral assessment of the candidate's required knowledge to apply in undertaking of the management of customer relationships • observed, documented and/or first hand testimonial evidence of the candidate's: <ul style="list-style-type: none"> • implementation of appropriate requirements, procedures and techniques for the safe, effective and efficient achievement of required outcomes • identification of the relevant information and scope of the work required to meet the required outcomes • identification of viable options and the selection of customer relationship management that best meet the required outcomes • consistent achievement of required outcomes • first hand testimonial evidence of the candidate's: <ul style="list-style-type: none"> • working with others to undertake and complete the management of customer relationships

	<ul style="list-style-type: none">• provision of clear and timely required support and advice on the management of customer relationships
Guidance information for assessment	Consult the SkillsDMC User Guide for further information on assessment including access and equity issues.

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, if used in the performance criteria, is detailed below. 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) may also be included.

<p>Compliance documentation and requirements may include:</p>	<ul style="list-style-type: none"> • legislative, organisational and site requirements and procedures • manufacturer's guidelines and specifications • Australian standards • common law • dangerous goods • development of training policies/programs • industrial relations • industry licensing • local government • mines Acts • navigation • planning and assessment • trade practices • customer protection legislation • enterprise/client relations, policy and procedures • Employment and workplace relations legislation • Equal Employment Opportunity and Disability Discrimination legislation
<p>Marketing strategies may include:</p>	<ul style="list-style-type: none"> • achieving lower costs than competitors through greater efficiency • pursuing cost leadership with a specialist market • promotion and advertising
<p>Client satisfaction data may be obtained through:</p>	<ul style="list-style-type: none"> • survey/other feedback mechanisms • informal discussion • client meetings
<p>Resources may include:</p>	<ul style="list-style-type: none"> • people • finance • information • equipment • power/energy • time

	<ul style="list-style-type: none">• buildings/facilities• technology• computer software
Records may be:	<ul style="list-style-type: none">• paper-based or computerised

Unit Sector(s)

Customer and Community Relations

Competency field

Refer to Unit Sector(s).

Co-requisite units

Not applicable.