



Australian Government

Department of Education, Employment and Workplace Relations

AHCMER401A Coordinate customer service and networking activities

Release: 1

AHCMER401A Coordinate customer service and networking activities

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit covers coordinating customer service and networking activities and defines the standard required to: access and apply customer service policies and procedures; respond to customer feedback and complaints; develop and use networks to source goods and services; provide value for the customer in sourcing and supplying goods and services; maintain records of customer feedback and interactions.
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Application of the Unit

Application of the unit	This unit applies to agricultural or horticultural merchandise or department managers who have responsibility for customer service delivery by others.
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Not Applicable

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA

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1. Contribute to quality customer standards	1.1. Customer service standards are accessed, interpreted, applied and monitored in the workplace in accordance with enterprise policies and procedures. 1.2. Contributions are made to the development, refinement and improvement of service policies, standards and processes.
2. Implement customer service systems	2.1. All personnel are encouraged to consistently implement customer service systems. 2.2. Customer feedback is reviewed in consultation with appropriate personnel and is analysed when improving work practices. 2.3. Customer service complaints are identified and adjustments made to ensure continued service quality. 2.4. Adjustments are communicated to all those involved in service delivery within appropriate time frames. 2.5. Delivery of services/products is coordinated and managed to ensure they effectively and efficiently meet agreed quality standards.
3. Manage networks to ensure customer needs are addressed	3.1. Effective regular communication is established with customers. 3.2. Relevant networks are established, maintained and expanded to ensure appropriate referral of customers to products/services from within and outside the organization. 3.3. Procedures are put in place to ensure that decisions about targeting of customer services are based on up-to-date information about the customer and the products/services available. 3.4. Procedures are put in place to ensure that referrals are based on the matching of the assessment of customer needs and availability of products/services. 3.5. Records of customer interaction are maintained in accordance with organisational procedures.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- interpersonal skills to relate to people from a range of social, cultural and ethnic backgrounds
- clear, legible writing
- language skills which allow for adequate communication with customer and all relevant personnel
- literacy skills to the level required to read and write procedures and reports
- numeracy skills to the level required to develop and implement customer service procedures.

Required knowledge

- legislative and regulatory requirements may include but are not limited to: Consumer Law, Environmental Law, Occupational Health and Safety (OHS), Privacy Legislation, Codes of Conducts, Discrimination/Equal Employment Opportunity, Harassment and other laws specific to local government, State and Federal legislation
- the organisation's business structure, products and services
- customer service systems/procedures including the continuous quality improvement framework, together with some knowledge of the customer population and how the system applies to delivering customer service to that customer population
- the principles of customer service
- the principles of effective communication in relation to listening, questioning and non-verbal communication
- the individual's role in delivering customer service
- techniques for dealing with customers with special needs
- techniques for building relationships of trust and mutually acceptable outcomes
- related organisations, agencies and networks
- the principles and operations of networks.

Evidence Guide

EVIDENCE GUIDE	
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.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	The evidence required to demonstrate competency in this unit must be relevant to workplace operations and satisfy holistically all of the requirements of the performance criteria and required skills and knowledge and include achievement of the following: • access and apply customer service policies and procedures • respond to customer feedback and complaints • develop and use networks to source goods and services • provide value for the customer in sourcing and supplying goods and services • maintain records of customer feedback and interactions.
Context of and specific resources for assessment	Competency requires the application of work practices under work conditions. Selection and use of resources for some worksites may differ due to the regional or enterprise circumstances.

Range Statement

RANGE STATEMENT	
The range statement relates to the unit of competency as a whole.	
Internal and external customers may include:	• customers with routine or special requests • regular and new customers • people from a range of social, cultural or ethnic backgrounds • people with varying physical and mental abilities.
Relevant networks may include:	• agricultural or horticultural manufacturers and suppliers

RANGE STATEMENT

	• industry associations • internal and external customers • government agencies and departments • specific interest or support groups • advisory committees • lobby groups • research bodies.
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Unit Sector(s)

Unit sector	Merchandising and sales
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Co-requisite units

Co-requisite units		

Competency field

Competency field	
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