



Australian Government

AUMGCA001 Provide customer service

Release: 2

AUMGCA001 Provide customer service

Modification History

Release	Comment
Release 1	Unit updated to reflect the new standards for Training Packages Replaces AUMGCA2001 Provide customer service
Release 2	Updated for clarity and policy adherence

Application

This unit describes the performance outcomes required to meet the needs and expectations of customers when delivering a service.

It applies to those working in a range of contexts.

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

Unit Sector

Sales and Marketing

Elements and Performance Criteria

Elements	Performance Criteria
Elements describe the essential outcomes	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Identify customer needs	1.1 Identify types of customers and their expectations and needs through consultation and negotiation 1.2 Regularly identify and monitor customer needs through formal and informal communication channels to identify required services 1.3 Assess current products and services against customer needs to determine the ability of the enterprise to meet them
2. Respond to customer needs	2.1 Respond to customer requests in a timely and efficient manner 2.2 Promote workplace services and products to the customer in a manner that assists the development of a positive and professional relationship

Elements	Performance Criteria
	2.3 Address customer dissatisfaction promptly according to workplace procedures
3. Evaluate service provided	3.1 Evaluate service provided to the customer and take appropriate action to resolve any issues or complaints 3.2 Seek feedback from customers on the product or service provided 3.3 Document customer feedback according to workplace procedures

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance.

Skills	Description
Learning skills to:	draw on prior knowledge to identify customer needs.
Reading skills to:	- identify workplace procedures relating to required customer service - identify customer requests and instructions.
Writing skills to:	legibly complete workplace customer feedback and survey sheets.
Oral communication skills to:	speak clearly and directly when presenting customer service problems or issues to appropriate personnel.

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
AUMGCA001 Provide customer service (Release 2)	AUMGCA001 Provide customer service (Release 1)	Minor updates to Assessment Requirements. Performance Criteria changed from passive to active voice. Rationalisation of	Equivalent

Code and title current version	Code and title previous version	Comments	Equivalence status
		Range of Conditions.	

Links

Companion Volume Implementation Guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=bd587669-08b3-4cd5-85f0-f9fa0c6304c1>

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Performance Evidence

Before competency can be determined, individuals must have competently demonstrated that they can provide effective customer service on a minimum of two occasions.

Individuals must demonstrate they can:

- promote products and services in a clear and direct manner
- identify customer needs and expectations
- resolve customer concerns and complaints by taking appropriate action, including:
 - handling customer needs in a courteous, discreet and sensitive manner
 - addressing customer complaints and escalating where necessary
- apply workplace procedures relating to customer feedback, including:
 - customer service and continuous improvement processes
 - workplace customer service practices

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements and performance criteria of this unit. This includes:

- effective customer services principles, including requirements to meet customer service needs and expectations
- workplace products and services
- customer service reporting procedures
- customer service problem-resolution procedures.

Assessment Conditions

Assessors must satisfy SNR/AQTF assessor requirements.

Competency is to be assessed in the workplace or a simulated environment that accurately reflects performance in a real workplace setting.

Where assessment of competency includes third-party evidence, individuals must provide evidence that demonstrates they have provided customer service, e.g. customer testimonials.

Assessors must verify performance evidence through questioning on skills and knowledge to ensure correct interpretation and application.

The following resources must be made available:

- workplace or simulated workplace
- workplace instructions, including customer requirements
- workplace customer service procedures
- customers with different needs
- workplace complaint-resolution procedures
- customer service feedback surveys and reporting procedures

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