



Australian Government

AURACA001 Respond to customer needs and enquiries in an automotive workplace

Release: 1

AURACA001 Respond to customer needs and enquiries in an automotive workplace

Modification History

Release	Comment
Release 1	New unit of competency.

Application

This unit describes the performance outcomes required to identify customer needs and enquiries, and provide effective information and advice when supplying automotive products and services.

It applies to those working in an automotive workplace.

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

Competency Field

Common

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. Where bold and italicised text is used, further information is detailed in the range of conditions section.
1. Identify customer need or enquiry regarding product or service	1.1 Customer is greeted according to workplace procedures and customer service standards 1.2 Customer requirement relating to specific product or service is identified and <i>clarified</i> 1.3 Referrals to appropriate personnel are provided where customer need or enquiry is outside scope of own responsibility or

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	authority
2. Provide information and advice to customer	2.1 Information that addresses customer need or enquiry is provided in a timely, efficient and courteous manner to build a positive relationship and customer loyalty 2.2 Questions are asked to confirm that information satisfies customer need or enquiry 2.3 Outstanding customer requirements are identified and promptly addressed in a courteous and discreet manner, or are referred to appropriate personnel
3. Finalise customer contact	3.1 Customer feedback about product or service is sought and recorded as required according to workplace procedures 3.2 Required follow-up action is completed effectively according to workplace procedures and timeframes 3.3 Customer complaints or dissatisfaction are addressed or escalated to appropriate personnel as required 3.4 Interaction with customer is concluded in line with workplace procedures and customer service standards

Foundation Skills

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

Skills	Description
Writing skills to:	- legibly and accurately fill out workplace documentation - provide information or record customer requirements in relevant forms or documentation.
Oral communication skills to:	- speak clearly to be understood, using appropriate automotive workplace terms - use appropriate visual gestures to assist customer understanding - listen effectively, giving feedback to customer to confirm clear understanding.
Planning and organising skills to:	set and monitor timeframes or schedules relating to customer service.
Problem solving skills to:	- identify own role and responsibilities in the workplace - follow workplace procedures for responding to customer

Skills	Description
	enquiries.
Technology skills to:	operate telephone systems and other communication equipment.

Range of Conditions

This section specifies work environments and conditions that may affect performance.

Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included. Bold italicised wording, if used in the performance criteria, is detailed below.

<i>Clarification</i> must include:	- open and closed questioning - active listening.
<i>Information</i> must include:	- explaining features and benefits of workplace product or service using clear, jargon-free language - discussing alternative product or service where appropriate - recommending product or service suitable to customer requirements.

Unit Mapping Information

Equivalent to AURACA2001 Establish relations with customers

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=b4278d82-d487-4070-a8c4-78045ec695b1>

Assessment Requirements for AURACA001 Respond to customer needs and enquiries in an automotive workplace

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Performance Evidence

Before competency can be determined, individuals must demonstrate they can perform the following according to the standards defined in this unit's elements, performance criteria, range of conditions and foundation skills:

- identify needs or enquiries of three different customers with different requirements, including one dissatisfied customer
- provide advice or information on automotive products and services to above customers.

Knowledge Evidence

Individuals must be able to demonstrate knowledge of:

- techniques for assisting customers, including:
 - effective questioning
 - active listening
 - building rapport
 - explaining clear options
 - making recommendations
 - finalising contact
- customer service standards and practices relevant to automotive workplaces, including:
 - greeting and farewelling customers
 - recording customer requirements and enquiries
 - customer service delivery standards
 - contact and follow-up procedures
- indicators of customer dissatisfaction, including verbal and non-verbal cues
- techniques for resolving customer problems, including procedures for complaint escalation

- key legal requirements relating to customer rights as a consumer, and business obligations under Australian Consumer Law (ACL)
- procedures for making referrals relating to:
 - customer dissatisfaction
 - suppliers of other products and services
- key features and benefits of workplace-specific products and services
- techniques for undertaking basic calculations to provide information to customers relating to quantities, timeframes, and delivery of automotive products and services.

Assessment Conditions

Assessors must satisfy NVR/AQTF assessor requirements.

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

Assessment must include direct observation of tasks.

Where assessment of competency includes third-party evidence, individuals must provide evidence that links them to having responded to customer needs and enquiries, e.g. complaints register.

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

The following must be made available:

- automotive workplace or simulated workplace
- three different customers with different requirements, including one dissatisfied customer.

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