



Australian Government

AURACA003 Build customer relations in an automotive workplace

Release: 1

AURACA003 Build customer relations in an automotive workplace

Modification History

Release	Comment
Release 1	New unit of competency.

Application

This unit describes the performance outcomes required to maintain a customer database, monitor existing customer service processes and operations, and identify opportunities to value add to customer experiences in an automotive workplace.

It applies to those working in the automotive vehicle or component sales and service environment.

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. Maintain customer database	1.1 Information relating to new customers is uploaded regularly to database according to workplace procedures 1.2 Information relating to existing customers is regularly updated to maintain relevance and currency of database 1.3 Information relating to customers and their sales and service

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.
	history is accessed and analysed
2. Determine customer value-adding opportunities	2.1 Customer needs and value-adding opportunities are regularly monitored via information accessible on the company database and through informal channels 2.2 Current automotive products and services are assessed against customer needs 2.3 Trends in customer service needs and value-adding opportunities are documented and reported to supervisor
3. Contribute to workplace business operations	3.1 Customer service operations are reviewed with supervisor to check alignment with current customer service requirements 3.2 Recommendations for changes to customer service operations are made following consultation with supervisor

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
Reading skills to:	interpret textual and numerical information in automotive product and service documentation.
Writing skills to:	logically structure customer service reports using accurate data and correct spelling and grammar.
Oral communication skills to:	clearly explain customer needs and product and service information.
Numeracy skills to:	interpret numerical information relating to percentages and trends over time in workplace databases, charts and documentation.
Problem solving skills to:	interpret information and recommend improvements to customer service.
Technology skills to:	operate workplace business technology to prepare reports and information obtained from workplace database.

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.

There is no Range of Conditions for this unit.

Unit Mapping Information

Equivalent to AURACA3003 Build customer relations

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 AURACA003 Build customer relations 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 and foundation skills:

- update and maintain a customer database according to workplace procedures
- provide a report that shows evidence of monitoring and reviewing information relating to customer needs and value-adding opportunities
- provide evidence of conducting one of the following activities to address customer service standards and requirements:
 - staff or team meeting
 - staff or team training session
 - staff or team information session
 - staff or team member feedback or review.

Knowledge Evidence

Individuals must be able to demonstrate knowledge of:

- procedures for using workplace databases, including:
 - accessing database and entering data
 - retrieving data
 - analysing data, including basic statistical processes, including mean, median and mode
 - presenting data, including tables and graphs
- customer service principles and practices relevant to automotive workplaces, including:
 - recording customer requirements and enquiries
 - contact and follow-up procedures
 - feedback and complaints handling, including feedback surveys

- techniques for value adding to customer services, including creating positive consumer experiences through customer-centred approaches
- procedures for comparing actual customer service operations against expected operations.

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 customer relationship building activities in an automotive workplace, e.g. customer feedback surveys.

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

The following resources should be made available:

- automotive workplace or simulated workplace
- office equipment, computer and database software
- customer database containing customer information and data
- workplace procedures relating to customer service and use of database.

Links

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