



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>