



Australian Government

AURACA101 Respond to customer needs and enquiries in an automotive workplace

Release: 1

AURACA101 Respond to customer needs and enquiries in an automotive workplace

Modification History

Release	Comments
Release 1	This version first released with AUR Automotive Retail, Service and Repair Training Package Version 6.0

Application

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

The unit applies to those working in an automotive workplace.

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

Unit Sector

Common Sales and Marketing

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Identify customer need or enquiry regarding product or service	1.1 Greet customer according to workplace procedures and customer service standards 1.2 Identify and clarify customer requirement relating to specific product or service 1.3 Provide referrals to personnel where customer need or enquiry is outside scope of own responsibility or authority in line with workplace procedures
2. Provide information and advice to customer	2.1 Provide information that addresses customer need or enquiry in a timely, efficient and courteous manner to build a positive relationship and customer loyalty 2.2 Ask questions to confirm that information satisfies customer need or enquiry

	2.3 Identify outstanding customer requirements and address promptly in a courteous and discreet manner, or refer to personnel in line with workplace procedures
3. Finalise customer contact	3.1 Seek customer feedback about product or service and record as required according to workplace procedures 3.2 Complete follow-up action effectively according to workplace procedures and timeframes 3.3 Address customer complaints or dissatisfaction or escalate to personnel according to workplace procedures 3.4 Conclude interaction with customer 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 but not explicit in the performance criteria.

SKILL	DESCRIPTION
Learning	• Locates required sources of information efficiently.
Oral communication	• Speaks clearly to be understood, using required automotive workplace terms • Uses required visual gestures to assist customer understanding • Listens effectively, giving feedback to customer to confirm clear understanding.
Writing	• Fills out workplace documentation legibly • Provides information or records customer requirements in relevant forms or documentation.
Planning and organising	• Sets and monitors timeframes or schedules relating to customer service.
Problem solving	• Identifies own role and responsibilities in the workplace • Follows workplace procedures for responding to customer enquiries.
Technology	• Operates telephone systems and other communication equipment • Operates computer systems.

Unit Mapping Information

Supersedes and is equivalent to AURACA001 Respond to customer needs and enquiries in an automotive workplace.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for AURACA101 Respond to customer needs and enquiries in an automotive workplace

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

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

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- methods to locate and interpret information required to respond to customer needs and enquiries in an automotive workplace, including:
 - information provided by customer and supervisors
 - workplace procedures required to respond to customer needs and enquiries in an automotive workplace, including:
 - documentation procedures
 - housekeeping procedures techniques for assisting customers, including:
 - effective questioning, including open and closed
 - active listening
 - building rapport
 - explaining clear options
 - making recommendations
 - finalising contact
 - storage of personal information
- customer service standards and practices relevant to automotive workplaces, including:
 - greeting and farewelling customers

- providing features and benefits of workplace product or service using clear, jargon-free language
- discussing alternative products or services where required
- recommending products or services suitable to customer requirements
- 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

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.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

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