



**Australian Government**

# **AURACA102 Manage complex customer requirements in an automotive workplace**

**Release: 1**

# AURACA102 Manage complex customer requirements 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 manage and assist customers with complex automotive industry product or service requirements. It involves confirming customer needs, suggesting options and providing costs, and determining a course of action for customers with complex requirements.

The unit applies to those in customer service sales and administrative roles 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. Confirm customer requirements                 | 1.1 Use collaborative techniques, including active listening and questioning, to elicit, clarify and confirm customer requirements<br>1.2 Document customer requirements clearly and legibly according to workplace procedures and organisational legal requirements<br>1.3 Obtain customer acknowledgement and confirmation of the documented requirements |
| 2. Advise customer of available options          | 2.1 Generate viable options in response to customer needs and workplace legal requirements according to workplace                                                                                                                                                                                                                                           |

| ELEMENTS                           | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                        |
|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                    | procedures<br>2.2 Research further information as required to confirm or clarify options<br>2.3 Explain and discuss options with customer to assist informed decision making<br>2.4 Provide supporting information as required to assist customer understanding<br>2.5 Communicate sales or service conditions verbally or through written correspondence according to workplace procedures |
| 3. Agree action plan with customer | 3.1 Detail and document customer's preferred option in action plan<br>3.2 Gain customer commitment to agreed action plan according to workplace procedures<br>3.3 Provide assistance in completing relevant documentation to customers as required<br>3.4 Seek customer feedback on services provided                                                                                       |

## 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                | <ul style="list-style-type: none"><li>Locates required sources of information efficiently</li><li>Uses customer feedback and experience to inform future options and customer dealings.</li></ul>                                         |
| Numeracy                | <ul style="list-style-type: none"><li>Uses mathematical operations, including addition, subtraction, multiplication, division, and percentages, to determine price and timeframes suitable to customer options.</li></ul>                 |
| Oral communication      | <ul style="list-style-type: none"><li>Summarises and presents key information in presenting options to customers</li><li>Relates to people from diverse backgrounds using clear language and tone, and unambiguous terminology.</li></ul> |
| Reading                 | <ul style="list-style-type: none"><li>Interprets sales or service conditions relating to workplace products and services</li><li>Identifies and reviews information about product and service options that meet customer needs.</li></ul> |
| Planning and organising | <ul style="list-style-type: none"><li>Uses a planned approach to sequence and schedule customer requirements in the action plan.</li></ul>                                                                                                |

| SKILL           | DESCRIPTION                                                                                                                                                                            |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Problem solving | <ul style="list-style-type: none"><li>• Develops solutions unique to a customer and their issue</li><li>• Uses conflict resolution techniques to avoid escalation of issues.</li></ul> |
| Technology      | <ul style="list-style-type: none"><li>• Uses general office equipment</li><li>• Uses digital systems and tools.</li></ul>                                                              |

## Unit Mapping Information

Supersedes and is equivalent to AURACA002 Manage complex customer requirements 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 AURACA102 Manage complex customer requirements in an automotive workplace

## Modification History

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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:

- develop an action plan for at least three different customers with different complex requirements relating to automotive products or services, which must include:
  - costing details
  - quotation.

## 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:

- negotiation, communication and problem-solving techniques, including:
  - active listening
  - questioning techniques
  - interpreting body language
  - negotiating or closing a deal
- types of complex customer requirements relating to:
  - cost requirements
  - warranty requirements
  - customised, bespoke, or unusual requirements
  - special timeframes
  - availability of parts or components
  - requirements of special or important customers
  - complex technical problems
  - matters involving more than one solution or area of service
  - needs of customers dissatisfied with previously provided product or service
  - complex financial or insurance arrangements

- key legal requirements relating to customer rights as a consumer, and business obligations under Australian Consumer Law (ACL), including:
  - anti-discrimination
  - equal opportunity
  - privacy and confidentiality
  - consumer protection and rights
  - freedom of information
- industry codes of practice and ethical principles, including duty of care and consumer access to appeal processes
- parameters to consider in viable options for customer needs, including:
  - benefits
  - timeframes
  - approximate costs
- requirements in a document action plan, including:
  - agreed delivery timeframe
  - agreed cost
- workplace policies and procedures relating to:
  - customer service
  - feedback and complaints handling
  - quality requirements
  - documentation and recording procedures
  - digital security and record keeping
- detailed automotive product and service knowledge relevant to workplace, manufacturers or suppliers
- methods to locate and interpret information required to manage complex customer requirements in an automotive workplace, including:
  - information provided by customer
  - manufacturer and supplier specifications and procedures or equivalent documentation
  - internet and social media
  - workplace procedures
- workplace procedures required to manage complex customer requirements in an automotive workplace, including:
  - documentation procedures
  - housekeeping procedures.

## 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 managed complex customer issues in an automotive workplace, e.g. complaints register.

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

The following resources must be made available:

- automotive workplace or simulated workplace
- workplace procedures relating to customer service
- three different customers with different complex requirements
- commercially realistic workplace with manufacturer and/or supplier product or service information
- computer hardware and software and general office equipment.

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

## **Links**

Companion Volume Implementation Guide is found on VETNet -

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