



Australian Government

AURACA103 Build customer relations in an automotive workplace

Release: 1

AURACA103 Build customer relations 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 maintain a customer database, monitor existing customer service processes and operations, and identify opportunities to value add to customer experiences in an automotive workplace.

The unit 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.

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. Maintain customer database	1.1 Upload information relating to new customers regularly to database according to workplace procedures 1.2 Update information relating to existing customers regularly to maintain relevance and currency of database 1.3 Access and analyse information relating to customers and their sales and service history
2. Determine customer value-adding opportunities	2.1 Monitor customer needs and value-adding opportunities regularly via information accessible on the company database and through informal channels 2.2 Assess current automotive products and services against customer needs

ELEMENTS	PERFORMANCE CRITERIA
	2.3 Document and report trends in customer service needs and value-adding opportunities to supervisor
3. Contribute to workplace business operations	3.1 Review customer service operations with supervisor to check alignment with current customer service requirements 3.2 Make recommendations for changes to customer service operations following consultation with supervisor

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.
Reading	Interprets textual and numerical information in automotive product and service documentation.
Writing	Structures customer service reports logically using required data and effective spelling and grammar.
Oral communication	Explains clearly customer needs and product and service information.
Numeracy	Interprets numerical information relating to percentages and trends over time in workplace databases, charts and documentation.
Problem solving	Interprets information and recommends improvements to customer service.
Technology	Operates workplace business technology records customer feedback and profile in a logical sequence within workplace database.

Unit Mapping Information

Supersedes and is equivalent to AURACA003 Build customer relations 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 AURACA103 Build customer relations 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:

- 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

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 build customer relations in an automotive workplace, including:
 - information provided by customer and supervisors
 - manufacturer specifications and procedures or equivalent documentation
- workplace procedures required to build customer relations in an automotive workplace, including:
 - documentation procedures
- procedures for using workplace databases, including:
 - accessing database and entering data
 - developing and maintaining customer profiles
 - 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

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.

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

Links

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