



Australian Government

AURSAA002 Maintain customer aftermarket relations

Release: 1

AURSAA002 Maintain customer aftermarket relations

Modification History

Release	Comment
Release 1	New unit of competency.

Application

This unit describes the performance outcomes required to work in a customer service role with a focus on automotive aftermarket sales and service. It involves providing after-market advice and support, establishing and addressing customer needs while maintaining post-sale service relationships, and building long-term relationships with customers.

It applies to those working in the automotive administration or sales industry.

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

Competency Field

Sales and Parts, Administration and Management

Unit Sector

Administration

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. Establish customer aftermarket needs, trends and opportunities	1.1 Customer aftermarket needs are monitored using formal and informal communication channels and networks 1.2 Aftermarket products and services are assessed to determine if they meet customer needs 1.3 Customer aftermarket trends are documented and reported to appropriate persons for planning and continuous improvement

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.
	opportunities
2. Update aftermarket customer database	2.1 Customer database and documents are regularly updated and vital data is kept for current and prospective customers 2.2 Customer sales and service history is gathered and entered into database 2.3 Customer data is uploaded, edited and maintained regularly to ensure databases are up-to-date
3. Process customer feedback	3.1 Customer feedback is assessed to determine customer needs 3.2 Customer needs are responded to according to workplace procedures 3.3 Customer is contacted where appropriate to clarify and confirm feedback 3.4 Response to customer is provided to satisfactorily meet their expectations
4. Provide aftermarket service	4.1 Workplace sales and service standards that align with customer expectations are identified and selected 4.2 Customer loyalty strategies appropriate to customer profile are selected and implemented according to workplace procedures 4.3 Aftermarket service is reviewed regularly to ensure customer and workplace needs are met 4.4 Information that assists with improving sales and service operations and activities is provided to appropriate personnel

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
Learning skills to:	use customer feedback to improve own customer relations.
Oral communication skills to:	listen actively and use questioning techniques to gather, clarify and confirm customer information and feedback.
Digital literacy skills to:	use digital systems and tools to access, filter, extract and organise customer information.

Skills	Description
Planning and organising skills to:	plan own work requirements and prioritise actions to achieve required outcomes and ensure tasks are completed within workplace timeframes.

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 AURSAA2002 Maintain customer aftermarket 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 AURSAA002 Maintain customer aftermarket relations

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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:

- access and update customer data on an automotive workplace database or simulated customer database for three different customers
- provide professional aftermarket service relating to different aftermarket product or service requirements to the above customers.

Knowledge Evidence

Individuals must be able to demonstrate knowledge of:

- formal and informal channels and networks used to communicate with customers and to capture customer information
- role of social media in customer service
- typical fields of information or data captured in customer databases
- current and emerging customer needs, expectations and trends in the workplace or automotive industry
- key features of automotive industry and workplace customer loyalty programs and promotional activities
- active listening and questioning techniques
- telephone techniques
- strategies for dealing with dissatisfied customers
- basic marketing and sales techniques
- workplace procedures relating to:
 - aftermarket sales and service and processes
 - maintaining customer databases
- key requirements relevant to aftermarket service of:

- automotive industry codes of practice
- workplace procedures relating to consumer rights and privacy
- vehicle and equipment product knowledge relevant to aftermarket product and sales.

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 maintaining customer aftermarket relations, e.g. customer feedback forms.

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 sales and service workplace or simulated workplace
- computer with customer database and information
- three different customers with different aftermarket requirements.

Links

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