



Australian Government

AURACA3003 Build customer relations

Release 1

AURACA3003 Build customer relations

Modification History

Release	Comment
Release 1	Replaces AURC362807A Build customer relations Unit code updated to meet policy requirements. Reference to OHS legislation replaced with new WHS legislation Licensing statement added to unit descriptor

Unit Descriptor

Unit descriptor	This unit of competency covers the competence to establish customer needs, maintain a customer database and ensure appropriate treatment of customers. Licensing, legislative, regulatory or certification requirements may apply to this unit in some jurisdictions. Users are advised to check with the relevant regulatory authority.
-----------------	---

Application of the Unit

Application of the unit	This unit of competency applies to the following and should be contextualised to the qualification to which it is being applied: • retail, service and repair.
-------------------------	--

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Employability skills	This unit contains employability skills.
-----------------------------	--

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
---	--

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Ensure maintenance of customer database	1.1.Evidence of maintenance of customer documents is sought regularly from staff responsible to ensure vital data is kept on existing and potential customers 1.2.Customer data is maintained to ensure database relevance and currency 1.3.Information on customers and sales and service history is gathered for analysis
2. Establish needs of customer	2.1.Customer needs are regularly monitored through formal and informal communication channels 2.2.Current products and services are assessed against customer needs to determine the ability of the enterprise to meet customer needs 2.3.Trends in customer service needs are documented and reported to appropriate persons periodically for planning purposes
3. Ensure appropriate treatment of customer	3.1.Service standards are reviewed regularly against outcomes to ensure required standards are met 3.2.Staff are trained to provide customer service to an appropriate standard to ensure consistent treatment of customers 3.3.Work activities of staff are reviewed regularly to ensure customer requirements are met 3.4.Business operations are reviewed to ensure they meet current and projected customer requirements 3.5.Staff are actively involved in providing information to improve customer service operations and activities

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- collect, organise and understand information related to collating and analysing customer information to identify needs
- communicate ideas and information to conduct information sessions for staff
- plan and organise activities concerning information for database entries
- work with others and in a team by involving staff in improvements to customer service
- use mathematical ideas and techniques to plan database cells and size
- establish diagnostic processes which identify and recommend improvements to customer service
- use workplace technology related to use of customer database

Required knowledge

Knowledge of:

- enterprise policies and procedures in regard to:
 - customer service
 - maintenance of customer databases
 - dealing with difficult customers
 - allocated duties/responsibilities
- the range of enterprise merchandise and services, location of departments/sections and telephone extensions of departments/sections
- legislation and statutory requirements, including workplace health and safety (WHS), consumer law, trade practices and fair trading legislation
- industry/workplace codes of practice in relation to customer service

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, the Range Statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

It is essential that competence is fully observed and there is ability to transfer competence to changing circumstances and to respond to unusual situations in the critical aspects of:

- maintaining relevant and current customer databases in accordance with enterprise policies and procedures
- monitoring, reviewing and assessing customer needs and trends
- ensuring appropriate treatment of customers.

This unit may be assessed in conjunction with other units that form part of the job role or function.

Context of and specific resources for assessment

- Elements of competence contain both knowledge and practical components. Knowledge components may be assessed off the job. Practical components should be assessed on the job or in a simulated work environment.
- Evidence is best gathered using the products, processes and procedures of the individual workplace as the means by which the candidate achieves industry competencies.
- The following should be made available:
 - a workplace or simulated workplace
 - documentation, such as enterprise policy and procedure manuals relating to customer service, enterprise telephone directory, legislation and codes of practice
 - computer, database software, customer information and enterprise policies and procedures
 - a range of customers with different requirements (real or simulated)
 - a communication system or a range of communication equipment
 - real or simulated customer database
 - a qualified workplace assessor.

Method of assessment

It is preferable that assessment reflects a process rather than an event and occurs over a period of time to cover varying circumstances. Evidence of performance may be provided by customers, team leaders/members or other persons, subject to agreed authentication arrangements.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Enterprises	Enterprises may vary in size, type and location, range of merchandise and services provided and delivery policies
Customers	Customers may: • be regular or new • have routine or special requests • be from a range of social, cultural or ethnic backgrounds and physical and intellectual abilities Regardless, all customers are made feel welcome, valued and, at the end of the process, satisfied. Customer contact may be: • face to face, by telephone, or electronic means or in writing
Customer service	Customer service may include all enterprise activities, internal and external customers and follow-up in event of delays in service provision
Staff	Staff may be: • full-time, part-time or casual and vary in terms of training, product knowledge and staffing levels • operating in routine or busy trading conditions
Customer needs	Customer needs may include: • information regarding available products or services, quality of products or services, complementary products or services, enterprise facilities and services or the location of specific items
Customer databases	Customer databases may include: • information on customer name, contact details, purchase history details of products or services, information requests, special needs and customer 'rating' by enterprise
Policies and procedures	Policies and procedures may include: • enterprise policies and procedures relating to customer service, equipment and product manufacturer/component supplier specifications, enterprise operating procedures, legislative and regulatory requirements, industry/workplace codes of practice

RANGE STATEMENT

	and customer requirements
--	---------------------------

Unit Sector(s)

Unit sector	Sales and Marketing
--------------------	---------------------

Co-requisite units

Not applicable.

Competency field

Competency field	Common
-------------------------	--------