



Australian Government

AURSAA2001 Process customer complaints

Release 1

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Modification History

Release	Comment
Release 1	Replaces AURS252290A Process customer complaints Unit code updated to meet policy requirements Licensing statement added to unit descriptor

Unit Descriptor

Unit descriptor	This unit of competency covers the competence to deal with customer complaints in a manner satisfying the customer but complies with enterprise policies and procedures. Licensing, legislative, regulatory or certification requirements may apply to this unit in some jurisdictions. Users are advised to check with the relevant regulatory authority.
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Application of the Unit

Application of the unit	Every action or output has a customer and therefore customers may be internal work colleagues or external to the enterprise.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Employability skills	This unit contains employability skills.
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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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Clarify the nature of complaint	1.1.Details of the complaint are established 1.2.Summary of the complaint is documented accurately 1.3.Any inconvenience to the customer is acknowledged and an apology is made
2. Identify options for complaint resolution	2.1.Options for resolving the complaint are identified 2.2.Complaint is referred to designated officer if resolution is not possible
3. Act to resolve complaint	3.1.Optimal solution is negotiated with customer 3.2.Chosen solution is implemented within agreed timeframe 3.3.Necessary documentation is finalised 3.4.Effectiveness of solution and related outcomes is evaluated 3.5.Any necessary changes to enterprise procedures are identified and passed on to appropriate persons for action

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:
- technical literacy and interpretive skills to interpret and discern facts related to the customer complaint
- basic research and analytical skills to investigate and identify factors which caused/contributed to the complaint
- communicate ideas and information
- plain English literacy and communication skills in relation to dealing with customers and their complaints
- questioning and active listening skills, for example when obtaining factual information from excitable customers
- plan and organise activities to plan an approach to identify and resolve a complaint
- work with others and in a team by involving a designated officer if solution is not possible
- use mathematical ideas and techniques when options/solutions are costed
- establish diagnostic processes including basic conflict resolution skills for handling difficult or abusive customers, and greeting/farewelling techniques
- use workplace technology related to use of business technology to make changes to enterprise procedures

Required knowledge

- general knowledge of range of enterprise merchandise and services, location of departments/sections and telephone extensions of departments/sections
- general operational knowledge of industry/workplace codes of practice in relation to customer service
- basic working knowledge of legislation and statutory requirements, including consumer law, trade practices and fair trading legislation
- working knowledge of enterprise policies and procedures in regard to:
 - customer service
 - dealing with difficult customers
 - allocated duties/responsibilities
- working knowledge of enterprise complaints handling procedures

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, 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 in this unit signifies ability to transfer competence to changing circumstances and to respond to unusual circumstances in the critical aspects of: • accurately clarifying the nature and extent of complaint • identifying options for complaint resolution • resolving complaint to customer satisfaction • contributing to avoidance of further complaints • communicating effectively with others involved in or affected by the work.
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 covering a range of customer types • The following are required: • a workplace or simulated workplace • enterprise or equivalent policy and procedures relating to customer service and complaint handling processes • enterprise or equivalent instructions related to legal implications of customer relations and complaints • a range of customers with complaints (real or simulated) • a qualified workplace assessor.
Method of assessment	• This unit may be assessed in conjunction with other units forming part of the job role or function • It is preferable 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 appropriate persons subject to agreed authentication arrangements • Competence in this unit may be assessed in conjunction with other functional units which together form part of the holistic work role.
Guidance information for	

EVIDENCE GUIDE**assessment****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, if used 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.

Complaints

Complaints may include:

- matters related to personal interaction with customers, incorrect products, faulty products, charging/costing policy, delivery system failures, installation deficiencies and service delays

Customers

Customers may be regular or new and may have routine or special requests. They may include persons from a range of social, cultural or ethnic backgrounds and physical and intellectual abilities. Regardless, customers are made feel welcome, valued and, at end of the process, satisfied. Customer contact may be face to face, by telephone, by electronic means or in writing

Customer service

Customer service may include:

- enterprise activities, internal and external customers and follow-up in event of delays in service provision

Customer needs

Customer needs may include:

- information regarding products or services available, quality of products or services, complementary products or services, enterprise facilities and services and location of specific items

Staff

Staff may be:

RANGE STATEMENT	
	• full-time, part-time or casual and vary in terms of staff training, product knowledge and in staffing levels (e.g. staff shortages) • operating in routine or busy trading conditions
Enterprise	Enterprises may vary in size, type and location, in range of merchandise and services provided and in delivery policies
Communication	Communications may be: • verbal, written, by telephone, by electronic or other available means
Record keeping	Accurate records of information are completed and may be stored manually, electronically or by other means
Resources	Resources may include: • enterprise or equivalent policy and procedures relating to customer service and complaint handling processes • enterprise or equivalent instructions related to legal implications of customer relations and complaints • a range of customers with complaints (real or simulated)
Information/documents	Sources of information/documents may include: • enterprise policies and procedures relating to customer service, equipment and product manufacturer/component supplier specifications, enterprise operating procedures, industry/workplace codes of practice, customer requirements

Unit Sector(s)

Unit sector	Sales and Parts, Administration and Management
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Co-requisite units

Not applicable.

Competency field

Competency field	Administration
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