



Australian Government

AURSAA2002 Maintain customer aftermarket relations

Release 1

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Modification History

Release	Comment
Release 1	New unit of competency

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes required to work in an aftermarket role in customer relations. It covers communication processes, addressing customer needs, and other post-sale and service activities. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.
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Application of the Unit

Application of the unit	Work applies to those working in an automotive administration or sales-related position in a wide range of automotive workplace that build after-market long-term relationships with customers. These people provide advice and after-market support to customers in the automotive retail, service and repair sectors of the industry.
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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 required performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge and/or 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. Establish customer needs	1.1. Customer needs are regularly monitored via formal and informal communication channels 1.2. Products and services are assessed against customer needs to determine the ability of the workplace to meet customer aftermarket needs 1.3. Trends in customer service needs are documented and reported to appropriate persons periodically for planning purposes
2. Update workplace customer database	2.1. Customer database and documents are regularly updated and vital data is kept for existing and potential customers 2.2. Customer data is maintained to ensure databases are current 2.3. Information on customers' sales and service history is gathered and entered into database
3. Process customer feedback	3.1. Customer requirements are determined 3.2. Customer requirements are responded to according to workplace policies and procedures 3.3. Customer is contacted where appropriate to clarify and confirm feedback 3.4. Response to customer is provided in a satisfactory manner that meets expectations
4. Maintain professional treatment of customer	4.1. Workplace sales and service policy standards are regularly reviewed to ensure customer expectations are met 4.2. Customer loyalty strategies are established and implemented to secure customer loyalty 4.3. Customer service is provided in a professional manner 4.4. Work activities are reviewed regularly to ensure customer requirements are met 4.5. Staff are actively involved in providing customer information to improve sales and 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

- communication skills to follow workplace verbal instructions
- initiative and enterprise skills to:
 - recognise a customer problem or potential problem and take action
 - adapt sales and service activities to customer aftermarket relations and communications
- learning skills to identify sources of information, assistance and expert knowledge to expand skills, knowledge and understanding
- literacy skills to:
 - understand quality procedures
 - read and follow information in written job instructions, specifications, standard operating procedures, lists, drawings and other reference documents
- numeracy skills to interpret workplace charts and database
- planning and organising skills to:
 - plan aftermarket activities and processes
 - plan own work requirements and prioritise actions to achieve required outcomes and ensure tasks are completed on time
 - identify risk factors and take action to minimise them
- problem-solving skills to:
 - refer problems outside area of responsibility to appropriate person
 - seek information and assistance as required to solve problems
- self-management skills to:
 - select and use appropriate customer communication procedures
 - recognise own limitations and seek advice
 - follow workplace policy
- teamwork skills to:
 - work with diverse individuals and groups
 - apply knowledge of own role to complete activities efficiently to support team activities and tasks
- technology skills to use IT to collect and store customer information

Required knowledge

- procedures for customer service
- product knowledge
- processes for maintaining customer databases
- strategies for dealing with difficult customers
- allocated duties and responsibilities

REQUIRED SKILLS AND KNOWLEDGE

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

- workplace services
- location of departments, sections and telephone extensions
- workplace procedures and processes for customer service relating to:
- workplace health and safety (WHS)
- consumer law
- fair trading legislation

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

The evidence required to demonstrate competency in this unit must be relevant to workplace operations and satisfy all of the requirements of the performance criteria and required skills and knowledge.

A person who demonstrates competency in this unit must be able to:

- maintain relevant and current customer databases according to workplace policies and procedures
- monitor, review and assess customer needs and trends
- ensure appropriate treatment of customers.

Context of, and specific resources for assessment

Competency is to be assessed in the workplace or a simulated workplace environment that accurately reflects performance in a real workplace setting.

Assessment is to occur:

- using standard workplace practices and procedures
- following safety requirements
- applying environmental constraints.

Assessment is to comply with relevant:

- regulatory requirements
- Australian standards
- industry codes of practice.

The following resources must be made available for the assessment of this unit:

- a workplace or simulated workplace
- information relating to customer service
- telephone directory
- legislation and codes of practice
- computer
- database software
- customer information and workplace policies and procedures
- a range of customers with different requirements, real or simulated

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Overview of assessment

- a communication system or a range of communication equipment
- real or simulated customer database.

Method of assessment

Assessment must satisfy the endorsed Assessment Guidelines of this Training Package.

Assessment methods must confirm consistency and accuracy of performance (over time and in a range of workplace relevant contexts) together with the application of required skills and knowledge.

Assessment methods must be by direct observation of tasks and include questioning on required skills and knowledge to ensure correct interpretation and application.

Competence in this unit may be assessed in conjunction with other units which together form part of a holistic work role.

Where applicable, reasonable adjustment must be made to work environments and training situations to accommodate the needs of diverse clients.

Assessment processes and techniques must be culturally sensitive and appropriate to the language, literacy and numeracy capacity of the candidate and the work being performed.

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.

<i>Customer</i> may include:	• regular client • new client • person or workplace receiving product or service • person or workplace with the potential to receive product or service • colleague.
<i>Communication</i> may include:	• email • Facebook • face-to-face • surveys • telephone • Twitter • written and verbal.
<i>Database</i> may include:	• customer contact details • purchase history • services history • information and enquiry requests • special customer requests and needs • workplace customer rating • business, social and individual group listing.
<i>Workplace policies and procedures</i> may include:	• workplace operational policies and procedures • workplace customer service policy • product manufacturer and component supplier specifications • legislative and regulatory requirements • industry codes of practice • customer follow-up procedures • post-sale and post-service workplace policy.
<i>Customer loyalty</i> may include:	• product and services update • quality of products or services • complementary products or services • client reward schemes • credit or discount facilities • formal letters of thanks

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- promotional items
- follow-up phone calls.

Unit Sector(s)

Competency field	Sales and Parts, Administration and Management
Unit sector	Administration

Custom Content Section

Not applicable.