



Australian Government

CPPDSM3010 Meet customer needs and expectations in the property industry

Release: 1

CPPDSM3010 Meet customer needs and expectations in the property industry

Modification History

Release 1.

Replaces superseded equivalent CPPDSM3010B Meet customer needs and expectations in the property industry.

This version first released with CPP Property Services Training Package Version 5.

Application

This unit of competency specifies the outcomes required to identify, clarify and meet customer needs and expectations in the property industry in a single encounter or multiple encounters on a one-to-one basis with a customer.

The unit supports work situations involving a direct relationship with internal and external customers. It applies to those in the property industry involved in identifying and clarifying customer needs and expectations, exploring alternative ways of satisfying them, and selecting appropriate products or services to meet them.

Pre-requisite Unit

Nil

Competency Field

Strata community management

Unit Sector

Property services

Elements and Performance Criteria

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the range of conditions.

- | | |
|--|---|
| 1. Identify customer needs and expectations. | 1.1. <i>Customer</i> preferences, needs and expectations are identified and clarified. |
| | 1.2. Customer special requirements are identified and where appropriate referred to specialist staff in the |

- organisation.
- 1.3. **Communication techniques** appropriate to relationship and purpose of interaction are used.
 - 1.4. Limitations in identifying customer preferences, needs and expectations are identified, and advice is sought from required people.
2. Respond to identified customer needs and expectations.
 - 2.1. **Product and service knowledge** is applied to provide assistance to customers consistent with scope of own work role and responsibilities, organisational policies, and legislative requirements.
 - 2.2. Customer is provided with options and alternatives where appropriate.
 - 2.3. Features and benefits of relevant products and services are explained to customers.
 - 2.4. Information on special promotions for products and services is provided to customer.
 - 2.5. Feedback is sought from customer whether needs and, where practical, expectations have been satisfied.

Foundation Skills

This section describes the language, literacy, numeracy and employment skills essential to performance in this unit but not explicit in the performance criteria.

Skill	Performance feature
Learning skills to:	• identify and use reliable sources of information on organisation's products and services • maintain current knowledge of organisation's products and services.
Numeracy skills to:	• interpret routine numerical and graphical information on organisation's products and services.
Oral communication skills to:	• ask questions to clarify customer needs and expectations.
Reading skills to:	• read and interpret supplier information to determine benefits and features of products and services.
Writing skills to:	• prepare notes and summaries of customer needs and preferences in relation to services offered.

Technology skills to: • use business technologies to conduct routine communication with customers and provide standard information on the organisation's products and services.

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.

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|---|--|
| <i>Customer</i> must include: | <ul style="list-style-type: none">• internal and external customers• people from a range of social, cultural or ethnic backgrounds• people with varying physical and mental abilities• regular and new customers• those with routine or special requests. |
| <i>Communication techniques</i> must include: | <ul style="list-style-type: none">• active listening• giving customers full attention• maintaining eye contact• non-verbal communication, such as body language and personal presentation• speaking clearly and concisely• using appropriate language and tone of voice• using open and closed questions• writing clearly and legibly. |
| <i>Product and service knowledge</i> must include: | <ul style="list-style-type: none">• cost of products and services• features and benefits of products and services• legislation impacting on products and services• limits of advice that may be provided on products and services• product and service disclosures• range of products and services• supplier product and service information• timeframe for provision of products and services. |

Unit Mapping Information

CPPDSM3010B Meet customer needs and expectations in the property industry

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6f3f9672-30e8-4835-b348-205dfcf13d9b>

Assessment Requirements for CPPDSM3010 Meet customer needs and expectations in the property industry

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Performance Evidence

A person demonstrating competency in this unit must satisfy all of the elements, performance criteria, foundation skills and range of conditions of this unit.

The person must also clarify and meet customer needs and expectations in the property industry by responding to the following two different customer service situations:

- a single encounter on a one-to-one basis with one internal customer
- two or more encounters on a one-to-one basis with one external customer.

In doing the above, the person must:

- identify needs and expectations of each customer
- deliver a service to both customers in required timeframes
- apply knowledge of organisational practices, ethical standards, and legislative requirements associated with meeting customer needs and expectations
- locate, interpret and apply relevant product and service information
- recommend acceptable options or alternatives to customers, or explain to customers why their needs cannot be met
- use communication strategies suited to the customer and service situation.

Knowledge Evidence

A person demonstrating competency in this unit must demonstrate knowledge of:

- communication strategies to use when establishing and maintaining customer relationships
- organisation's product and service range, sufficient to make choices between different products and services based on identified customer needs and expectations
- key requirements of federal, state or territory legislation, codes, standards and local government regulations relating to:
 - anti-discrimination
 - consumer protection
 - environmental issues
 - financial probity

- work health and safety (WHS)
- property sales, leasing and management.

Assessment Conditions

The following must be present and available to learners during assessment activities:

- equipment:
 - computer system with internet access and printer
- specifications:
 - organisational policies and procedures for interacting and communicating with customers
 - details of services offered by organisation
 - relevant legislation, codes, standards and local government regulations relating to organisation's products and services
- relationship with team members and supervisor:
 - member of a work team in a property industry context under supervision of the manager or a workplace principal.

Assessor requirements

As a minimum, assessors must satisfy the assessor requirements in the *Standards for Registered Training Organisations* (RTOs) current at the time of assessment.

Links

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