



Australian Government

CPPDSM4048 Implement customer service strategies in the property industry

Release: 1

CPPDSM4048 Implement customer service strategies in the property industry

Modification History

Release 1.

Replaces superseded equivalent CPPDSM4048B Implement customer service strategies in the property industry.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 provide advice to identify customer needs and evaluate customer service in the property industry. It requires the ability to advise on customer needs, support implementation of customer service strategies relevant to the property industry, obtain and analyse customer feedback, and design strategies to improve customer service strategies.

The unit supports workers in the property industry who are involved in providing advice to customers and evaluating customer service. It applies to real estate agents, property managers, strata managers and facility managers.

Licensing, legislative, regulatory or certification requirements apply to this unit in some States and Territories. Relevant state and territory regulatory authorities should be consulted to confirm those requirements.

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. Advise on

1.1. ***Customer needs*** are assessed and clarified using

customer needs.	appropriate communication techniques.
	1.2. Problems matching service delivery to customer needs are diagnosed and options for improved service are developed.
	1.3. Relevant and constructive advice is provided that promotes the improvement of customer service delivery.
	1.4. Business equipment and technology are used to structure and present information on customer service needs.
2. Support implementation of customer service strategies.	2.1. Customer service strategies and opportunities are promoted within the organisation.
	2.2. Available resources are identified and allocated to fulfil customer service objectives.
	2.3. Procedures to resolve customer difficulties and complaints are actioned.
	2.4. Coaching and mentoring assistance is provided to colleagues to overcome difficulties in meeting customer service standards.
3. Evaluate and report on customer service.	3.1. Customer satisfaction with service delivery is reviewed using verifiable data.
	3.2. Changes necessary to maintain service standards are identified, and actions are implemented according to organisational procedures.
	3.3. Conclusions and recommendations are prepared from verifiable data and constructive advice is provided on future directions of customer service strategies.
	3.4. Systems, records and reporting procedures are maintained to compare changes in customer satisfaction.

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: • maintain current knowledge of customer service standards and

- strategies.
- Numeracy skills to:
- interpret graphical and statistical data on customer satisfaction with service provided by organisation.
- Oral communication skills to:
- discuss and confirm customer service standards with team members.
- Reading skills to:
- interpret routine text on customer service strategies.
- Writing skills to:
- prepare complex written reports on changes in customer satisfaction.
- Technology skills to:
- use business technology to produce reports on impact of customer service strategies on customer satisfaction levels.

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.

- Customers*** must include at least two of the following:
- corporate customers
 - customers with routine or special requests
 - individual members of the organisation
 - internal or external customers
 - members of the public
 - other agencies
 - people from a range of social, cultural or ethnic backgrounds
 - regular or new customers.

- Customer needs*** must include at least three of the following:
- advice or general information
 - company information on services
 - contract administration
 - current and planned property development
 - making an appointment
 - management policy and procedures
 - property characteristics, including:
 - availability of alternative energy sources
 - accessibility for people with disabilities
 - energy efficiency
 - energy ratings
 - water saving devices
 - property operations
 - sales and marketing services

- specific information.

Unit Mapping Information

CPPDSM4048B Implement customer service strategies 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 CPPDSM4048 Implement customer service strategies in the property industry

Modification History

Release 1.

Replaces superseded equivalent CPPDSM4048B Implement customer service strategies in the property industry.

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

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 implement and monitor customer services strategies for an organisation in the property industry. The person must demonstrate this performance by carrying out each of the following:

- identify the needs of one customer and communicate this to team members
- support the implementation of one improved customer service strategy in an organisation
- evaluate and report on customer satisfaction with service delivery within one department or organisation.

In doing the above, the person must:

- distinguish between different levels of customer satisfaction
- identify and confirm needs, priorities and expectations of the organisation in delivering service to customers
- apply knowledge of organisation's practices, ethical standards and legislative requirements associated with providing advice to customers and evaluating customer service
- provide constructive advice on customer service practices.

Knowledge Evidence

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

- principles of customer service
- service standards and best practice models in relation to customer service in the property industry
- common problems relating to customer service
- consultation methods, techniques and protocols for gathering information on customer satisfaction
- organisational business structure, products and services relating to implementing customer service strategies

- key requirements of federal, state or territory legislation and local government regulations relating to:
 - anti-discrimination
 - consumer protection
 - environmental issues
 - financial probity
 - franchise and business structures
 - industrial relations
 - property sales, leasing and management
 - work health and safety (WHS)
- techniques for dealing with customers with special needs.

Assessment Conditions

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

- equipment:
 - computer system with internet, email and printing facilities
- specifications:
 - baseline data on customer satisfaction in the relevant department or organisation
 - organisational customer service policies and procedures
 - guides on best practice customer service practices
- relationship with team members and supervisor:
 - member of a work team in a property industry context.

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

Companion Volume implementation guides are found in VETNet -

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