



Australian Government

CPPDSM5006 Coordinate customer service activities in the property industry

Release: 1

CPPDSM5006 Coordinate customer service activities in the property industry

Modification History

Release 1.

Replaces superseded equivalent CPPDSM5006A Coordinate customer service activities in the property industry.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 and implement customer service policies and procedures in the property industry. It includes contributing to quality customer standards, implementing customer service systems, and leading customer service teams.

The unit supports the work of those involved in understanding and implementing customer service policies and procedures. It applies to real estate agents, strata community managers, stock and station agents, Nationwide House Energy Rating Scheme (NatHERS) assessors, and home sustainability assessors.

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. Contribute to | 1.1. <i>Customer</i> service standards are accessed, interpreted, |
|------------------|--|

quality customer standards.		applied and monitored in the workplace.
	1.2.	Contributions are made to developing, refining and improving customer service policies, standards and processes.
2. Implement customer service systems.	2.1.	Personnel are encouraged to consistently implement customer service systems of organisation.
	2.2.	Customer feedback is reviewed and considered when improving work practices.
	2.3.	Customer service problems are identified and adjustments made to ensure continued service quality.
	2.4.	Adjustments are communicated to all those involved in service delivery within appropriate timeframes.
	2.5.	Services and products are delivered according to organisational quality standards.
3. Lead a customer service team.	3.1.	Coaching and mentoring are used to assist colleagues to deal with customer service issues and achieve service potential.
	3.2.	Team is motivated to achieve high standard of service to customers.
	3.3.	Team is informed of changes in policies and procedures that affect relations with customers.
	3.4.	Team is provided with regular feedback in regard to achievement or non-achievement of organisational standards of customer service.
	3.5.	Team members are encouraged to contribute feedback in regard to achievement of customer service standards.
	3.6.	Training is undertaken as required to meet changing needs.

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:
- evaluate information from a variety of sources to inform customer service strategies.
- Numeracy skills to:
- interpret statistical and graphical data on customer satisfaction with organisation's products and services.
- Oral communication skills to:
- discuss solutions to customer service problems with team members and professional advisors
 - use language and concepts appropriate to cultural differences.
- Reading skills to:
- interpret documentation, including academic and technical reports, on building the capability of customer service teams.
- Writing skills to:
- prepare guidance for team members and senior management on customer service strategies.

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:
- customers from a range of social, cultural and ethnic backgrounds
 - customers with routine and special requests
 - customers with varying physical and mental abilities
 - internal and external customers
 - regular and new customers.
- Customer feedback*** must include:
- analysis of quality assurance data
 - reports
 - feedback directly solicited from customers through different means, including:
 - questionnaires
 - telephone surveys
 - face-to-face surveys
 - online surveys.

Unit Mapping Information

CPPDSM5006A Coordinate customer service activities 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 CPPDSM5006 Coordinate customer service activities in the property industry

Modification History

Release 1.

Replaces superseded equivalent CPPDSM5006A Coordinate customer service activities 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 lead the implementation of one customer service initiative in a property-related business designed to improve customer service in one of the following areas:

- business broking
- livestock sales and auctions
- property management
- property sales
- strata community management.

In doing the above, the person must:

- develop and implement improved customer service procedures
- ensure staff are adequately trained to deliver customer service to agreed organisational standards
- identify customer service requirements and ensure they are delivered to a professional standard in an appropriate timeframe
- apply knowledge of organisation's practices, ethical standards and legislative requirements associated with implementing customer service policies and procedures
- obtain and give constructive feedback on customer service strategies.

Knowledge Evidence

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

- organisational quality and customer service standards
- organisational policies and procedures for customer service
- principles and techniques for managing customer behaviour, including:
 - customer relations
 - maintaining product and service quality
 - identifying and resolving problems

- researching customer needs
- range of analysis techniques to interpret data on customer service
- key requirements of federal, state or territory legislation and local government regulations relating to:
 - anti-discrimination
 - consumer protection
 - environmental issues
 - equal employment opportunity (EEO)
 - financial probity
 - franchise and business structures
 - industrial relations
 - privacy
 - property sales, leasing and management
 - strata community management
 - work health and safety (WHS).

Assessment Conditions

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

- equipment:
 - computer system with internet, email and printing facilities
- specifications:
 - workplace policies and procedures on customer service
 - reports and case studies from other parties involved in the process of identifying and implementing business processes designed to enhance customer service
 - information on current customer service performance
 - outline of initiatives for enhancing customer service
- physical conditions:
 - customer service team
- 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>

