



Australian Government

CPPREP5010 Manage customer service activities in the property industry

Release: 1

CPPREP5010 Manage customer service activities in the property industry

Modification History

Release 1 This version first released with CPP Property Services Training Package Release 8.0.

Supersedes but is not equivalent to CPPDSM5006 Coordinate customer service activities in the property industry and CPPDSM5020A Manage and monitor effective client service in the real estate industry.

Merged to reduce duplication. Updated to the Standards for Training Packages.

Application

This unit specifies the skills and knowledge required to analyse, manage and evaluate customer service activities in the property industry.

The unit applies to industry professionals in the property industry.

State or territory licensing requirements may apply to this unit.

Pre-requisite Unit

Nil

Unit Sector

Real estate

Elements and Performance Criteria

Elements describe the essential outcomes.	Performance criteria describe what needs to be done to demonstrate achievement of the element.
1. Determine requirements for customer service systems.	1.1 Conduct risk analyses according to legislative requirements. 1.2 Analyse and record management requirements for customer service systems in the property industry. 1.2 Analyse and record compliance requirements and best practice for customer service systems in the property industry. 1.3 Determine and record the roles, responsibilities and processes for managing customer service systems. 1.4 Determine service targets and develop key performance

	indicators.
2. Manage customer service and complaints resolution systems.	2.1 Develop and maintain effective customer service strategies. 2.2 Develop and record resolution processes for complaints relating to service provision. 2.3 Adjust performance standards to ensure effective customer service.
3. Manage customer service performance.	3.1 Communicate to staff the ethics, culture and performance standards for customer service. 3.2 Facilitate monitoring, reviewing and adjustment of customer service practices. 3.3 Provide regular feedback on achievement or non-achievement of customer service standards. 3.4 Encourage staff to provide feedback on customer service. 3.5 Manage coaching, training and mentoring to assist with changing needs and customer service issues.
4. Manage evaluation of customer service systems.	4.1 Analyse and use customer service feedback to evaluate achievement against performance standards. 4.2 Use evaluation data to implement improvements in customer service.

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Unit Mapping Information

No equivalent unit.

Supersedes but is not equivalent to:

- CPPDSM5006 Coordinate customer service activities in the property industry
- CPPDSM5020A Manage and monitor effective client service in the real estate industry.

Links

Companion volumes to this training package are available at the VETNet website - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6f3f9672-30e8-4835-b348-205dfcf13d9b>

Assessment Requirements for CPPREP5010 Manage customer service activities in the property industry

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Performance Evidence

To demonstrate competency in this unit, a person must evaluate and provide feedback on the performance of two employees who are employed in the area of customer service.

In doing this, the person must meet the performance criteria for this unit.

Knowledge Evidence

To be competent in this unit, a person must demonstrate knowledge of:

- Commonwealth and state or territory legislation and local government regulations related to customer service in real estate
- organisational policies and procedures for dealing with clients
- organisational quality standards
- processes for:
 - risk management:
 - identification of hazards and assessment of risks relating to customer service in the property industry
 - analysis and rating of identified hazards and assessed risks in terms of likelihood and consequences
 - preparation of risk controls and risk mitigation strategies
 - analysing, determining, interpreting and documenting customer service system requirements in the property industry
 - managing and evaluating customer service performance in the property industry
 - complaint resolution strategies
- principles and techniques of client behaviour:
 - client relations
 - maintaining product and service quality
 - problem identification and resolution

- researching client needs
- range of analysis techniques to interpret customer service and feedback data
- management and communication techniques for leading, mentoring and motivating teams in the property industry.

Assessment Conditions

Assessors must satisfy the requirements for assessors listed in the Standards for Registered Training Organisations.

Assessment must be conducted in the workplace or in a simulated workplace environment.

Assessors are responsible for ensuring that the person demonstrating competency has access to materials and equipment meeting the operational requirements relating to the property industry, including:

- business plans, strategies, policies, procedures, forms and records, including:
 - agenda and notes of staff meetings relating to customer service
 - feedback and complaints registers, including resolutions of complaints about customer services and results from analysis of feedback
- database/s including simulated sets of records of current and recent listings, sales reports and comprehensive sales data
- position descriptions for all employees, including detailed roles and responsibilities
- position description, including detailed roles and responsibilities for the role to be assumed by the person undergoing assessment
- role descriptions for people participating in role-play exercises
- simulated realistic internet and social media presence
- equipment required to develop, implement and coordinate customer service activities.

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