



Australian Government

Department of Education, Employment and Workplace Relations

CPPDSM5006A Coordinate customer service activities in the property industry

Release: 1

CPPDSM5006A Coordinate customer service activities in the property industry

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit of competency specifies the outcomes required to understand and implement customer service policies and procedures in the property industry.

The unit has been contextualised and is based on unit GCST05A Coordinate customer service activities, from the Customer Service Generic Guideline Competencies. The unit may form part of the licensing requirements for persons working in the property industry, including in the real estate, business broking, stock and station agency and property operations and development sectors, in those States and Territories where these are regulated activities.

Application of the Unit

Application of the unit

This unit of competency supports the work of those involved in understanding and implementing customer service policies and procedures.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit of competency is packaged, will assist in identifying employability skills requirements.

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 <i>bold italicised</i> 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

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| 1 Contribute to quality customer standards. | 1.1 Customer service standards are accessed, interpreted, applied and monitored in the workplace according to organisational requirements .
1.2 Contributions are made to the development, refinement and improvement of service policies, standards and processes. |
| 2 Implement customer service systems. | 2.1 Personnel are encouraged to consistently implement customer service systems.
2.2 Customer feedback is reviewed in consultation with appropriate personnel and is analysed 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 Delivery of services and products is coordinated and managed to ensure they effectively and efficiently meet agreed quality standards. |
| 3 Lead customer service team. | 3.1 Coaching and mentoring are used to assist colleagues to deal with customer service issues and achieve ultimate service potential.
3.2 Team is motivated to achieve high standard of service to customer.
3.3 Team is informed of changes in policies and procedures that affect their relations with customers.
3.4 Team is provided with regular feedback in regard to achievement or non-achievement of standards of customer service.
3.5 Team members are encouraged to contribute feedback in regard to achievement of customer service.
3.6 Training is undertaken as required to meet changing needs. |

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

Required skills:

REQUIRED SKILLS AND KNOWLEDGE

- coaching and mentoring skills to provide support to colleagues and feedback to customer service teams
- computing skills to access the internet and web pages, prepare and complete online forms, lodge electronic documents and search online databases
- interpersonal skills to relate to people from a range of social, cultural and ethnic backgrounds and varying physical and mental abilities
- literacy skills to access and use workplace information and report on customer service strategies
- planning and organising skills to meet work priorities
- problem solving skills to deal with complex and non-routine difficulties
- team work skills to work effectively with other people
- technology skills to select and use computers to analyse customer feedback.

Required knowledge and understanding:

- organisational policies and procedures for dealing with customers
- organisational quality standards
- principles and techniques of customer behaviour, including:
 - customer relations
 - maintaining product and service quality
 - problem identification and resolution
 - researching customer needs
- range of analysis techniques to interpret data
- relevant federal and state or territory legislation and local government regulations related to:
 - anti-discrimination
 - consumer protection
 - environmental issues
 - equal employment opportunity (EEO)
 - financial probity
 - franchise and business structures
 - industrial relations
 - OHS
 - privacy
 - property sales, leasing and management.

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 this Training Package.

Overview of assessment

This unit of competency could be assessed through practical demonstration of understanding and implementing customer service policies and procedures. Targeted written (including alternative formats where necessary) or verbal questioning to assess the candidate's underpinning knowledge would provide additional supporting evidence of competence. The demonstration and questioning would include collecting evidence of the candidate's knowledge and application of ethical standards and relevant federal, and state or territory legislation and regulations. This assessment may be carried out in a simulated or workplace environment.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

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

- developing and implementing improved customer service procedures
- ensuring staff are adequately trained to deliver customer service to agreed organisational standards
- identifying customer service requirements and ensuring they are delivered to a professional standard in an appropriate timeframe
- knowledge of organisation's practices, ethical standards and legislative requirements associated with implementing customer service policies and procedures
- obtaining and giving constructive feedback on customer service strategies.

Context of and specific resources for assessment

Resource implications for assessment include:

- access to suitable simulated or real opportunities and resources to demonstrate competence
- assessment instruments that may include personal planner and assessment record book
- access to a registered provider of assessment services.

Where applicable, physical resources should include equipment modified for people with disabilities.

Access must be provided to appropriate learning and/or assessment support when required.

Assessment processes and techniques must be culturally appropriate, and appropriate to the language and literacy capacity of the candidate and the work being performed. Validity and sufficiency of evidence require that:

- competency will need to be demonstrated over a period of

time reflecting the scope of the role and the practical requirements of the workplace

- where the assessment is part of a structured learning experience the evidence collected must relate to a number of performances assessed at different points in time and separated by further learning and practice with a decision of competence only taken at the point when the assessor has complete confidence in the person's competence
- all assessment that is part of a structured learning experience must include a combination of direct, indirect and supplementary evidence
- where assessment is for the purpose of recognition (RCC/RPL), the evidence provided will need to be current and show that it represents competency demonstrated over a period of time
- assessment can be through simulated project-based activity and must include evidence relating to each of the elements in this unit.

In all cases where practical assessment is used it will be combined with targeted questioning to assess the underpinning knowledge. Questioning will be undertaken in such a manner as is appropriate to the language and literacy levels of the candidate and any cultural issues that may affect responses to the questions, and will reflect the requirements of the competency 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. Add any 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.

Customers may be either internal or external, and may include:

- those with routine or special requests
- people from a range of social, cultural or ethnic backgrounds
- people with varying physical and mental abilities
- regular and new customers.

Organisational requirements may be outlined and reflected in:

- access and equity principles and practice guidelines
- business and performance plans
- complaint and dispute resolution procedures
- goals, objectives, plans, systems and processes
- legal and ethical requirements and codes of practice
- mission statements and strategic plans
- OHS policies, procedures and programs
- policies and procedures in relation to client service
- quality and continuous improvement processes and standards
- quality assurance and procedure manuals.

Customer feedback may be obtained from:

- analysis of quality assurance data
- documentation and reports
- questionnaires
- telephone or face-to-face surveys.

Coaching and mentoring assistance may include:

- fair and ethical practice
- non-discriminatory processes and activities
- presenting and promoting a positive image of the collective group
- problem solving
- providing encouragement
- providing feedback to another team member
- respecting the contribution of all participants and giving credit for achievements.

Feedback sources may include:

- clients and their legal representatives
- supervisors and colleagues
- formal and informal performance appraisals

Training may include:

- regular meetings
- workplace assessment.
- allocation of resources for training, including purchase of training services and development of staff training skills
- group discussions and other consciousness-raising techniques
- handouts, including information sheets
- induction training
- ongoing assessment of training needs
- specific courses.

Unit Sector(s)

Unit sector Property development, sales and management

Competency field

Competency field Property operations and development