



Australian Government

Department of Education, Employment and Workplace Relations

CUEFOH08A Process incoming customer orders

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to receive and process sales generated from a remote location. It therefore does not cover selling or product advice skills which are found in the unit WRRS2B - Sell products and services. Remote sales may include fax, mail, Internet/email sales, ticket order, merchandise order.

This unit applies to many people involved in processing sales of promotional merchandise, but is particularly relevant for theatre and event box office personnel.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element	Performance Criteria
1 Action incoming orders	1.1 Accurately interpret all details of the order to determine products and services required 1.2 Organise orders according to urgency and deal with urgent orders in a timely manner to meet deadlines 1.3 Check availability of all products and services, selecting those which match the customer's first or alternative requests 1.4 Contact the customer if no supply can be made and request or suggest appropriate alternatives 1.5 Accurately calculate the total cost of all goods and services provided to the customer 1.6 Process and record financial transactions in accordance with organisational and financial institution procedures
2 Record details of the order and despatch	2.1 Correctly interpret existing records or create accurate new records of the customer's order 2.2 Accurately record all sale details against the customer's order in a manner which ensures correct interpretation by others who may access the record of order 2.3 Where required select the goods to be provided to the customer and ensure they are appropriately packaged 2.4 Correctly prepare and issue documents and other materials to be despatched with the goods 2.5 Despatch goods and/or documents using the most appropriate method and according to organisational procedures 2.6 Record all despatch details accurately in a manner which will allow for future tracking

Required Skills and Knowledge

Not applicable.

Evidence Guide

Underpinning skills and knowledge

Assessment must include evidence of the following knowledge and skills:
products and service knowledge relevant to the organisation/industry sector
processing and documentation procedures for remote sales
knowledge of consumer regulations which relate to remote sale of goods
basic numeracy skills sufficient to calculate payments and complete order documentation
literacy skills sufficient to interpret and complete order documentation
procedures and systems for determining availability of products.

Linkages to other units

This unit has strong linkages to the following units, and combined training and/or assessment is recommended:

WRRS1B - Sell products and services

CUEFOH07A - Process financial transactions

Critical aspects of evidence

The following evidence is critical to the judgement of competence in this unit:
ability to accurately process incoming orders within acceptable organisational timeframes
ability to match the allocated products to customer needs
knowledge of products, prices and stock availability systems.

Method and context of assessment

The assessment context must provide for:

processing incoming orders on multiple occasions to ensure that skills can be consistently demonstrated
processing transactions within typical workplace time constraints, e.g. despatching orders within customer nominated deadlines.

Assessment may incorporate a range of methods to assess practical skills and the application of essential underpinning knowledge, and might include:
review of order and despatch documentation prepared by the candidate
written or oral questions to assess knowledge of products and prices and consumer regulations
review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.

Assessment methods should closely reflect workplace demands and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).

Resource requirements

Assessment of this unit requires access to:
typical industry order forms
typical industry dispatch documentation
product information and pricing details.

Key competencies in this unit

Key competencies are built into all workplace competencies. The following table describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform

Level 2 = Administer and Manage

Level 3 = Design and Evaluate

Collecting, organising and analysing information (1)

Interpreting an order.

Communicating ideas and information (1)

Providing advice about product availability.

Planning and organising activities (1)

Prioritising requests.

Working with others and in teams (1)

Recording information in agreed manner.

Using mathematical ideas and techniques (1)

Calculating costs.

Solving problems (1)

Offering alternatives when product not available.

Using technology (1)

Using computer software.

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Range Statement

The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.

Orders may be for:

tickets
vouchers
passes
promotional merchandise.

Incoming customer orders may be received by:

mail
fax
Internet
email.

Documents and other materials to be despatched with the goods may include:

tax invoice/receipt
promotional brochures or fliers
credit note
credit card receipt.

Despatch may be:

direct to the customer
to the venue box office for customer collection at time of performance/session/event
via mail
via courier.

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Unit Sector(s)

Not applicable.