



Australian Government

Department of Education, Employment and Workplace Relations

CULLB003B Research and analyse information to meet customer needs

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to provide customer access to diverse and complex sources of information using research and analytical skills. This unit builds on the skills in CULLB401C Assist customers to access information.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit

This unit applies to individuals working in an information services context who apply well developed research and analytical skills to respond to complex information needs. They also possess a sound knowledge of bibliographic standards. Work is undertaken autonomously, with limited guidance from others.

Information services contexts may include public, corporate or institutional libraries, record management units, government departments or community advisory organisations.

Licensing/Regulatory Information

Not applicable.

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 for 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 performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

1 Analyse information needs

- 1.1 Correctly interpret relevant documentation or information from customer to determine the ***overall nature of the information needs***
- 1.2 Engage with customer where appropriate to discuss and confirm relevant details of the ***information need and its complexity***, including objectives and scope of the information requirement
- 1.3 Participate in customer discourse in a manner that reflects sound knowledge of a broad range of potential information sources and ***complex search strategies***

ELEMENT	PERFORMANCE CRITERIA
	1.4 Identify and assess customer expectations in relation to available resources and likely constraints 1.5 Explore and explain appropriate options and provide suggestions and advice 1.6 Assist customer to clarify and, if necessary, adjust requirements to facilitate a more effective result
2 Determine and implement assistance strategies	2.1 Evaluate different assistance strategies based on knowledge of likely information sources and/or location of required information 2.2 Evaluate and select logical and reasonable strategies to locate unusual or difficult to locate information 2.3 Consult with colleagues, as required, to identify appropriate information sources 2.4 Evaluate and select appropriate strategies to minimise costs of accessing required information 2.5 Where possible, work with the customer to select strategies that enable customer participation in the use of reference tools or equipment 2.6 Implement selected strategies and searches using appropriate information sources
3 Ensure quality of customer service	3.1 Assess information obtained for its validity, reliability and suitability in relation to customer requirements and expectations 3.2 Ensure appropriate packaging and presentation of information to meet customer requirements and expectations, ensuring inclusion of all relevant support information 3.3 Where problems occur in meeting agreed customer requirements negotiate constructively with customer and suggest suitable alternatives 3.4 Conduct constructive negotiation with customers in relation to problems, difficulties, alternatives or

ELEMENT**PERFORMANCE CRITERIA**

follow-up requirements

- 3.5 Ensure customer service is in keeping with legal requirements and reflects awareness of liability and other legal and ethical responsibilities

Required Skills and Knowledge

Required Skills and knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- research and analytical skills to undertake complex searches and information analysis
- problem-solving skills to assess and select strategies to locate 'hard to find' information
- communication skills to liaise with customers and to discuss potentially complex ideas and concepts
- technology skills to use current information services industry technology and to assist customers to use different searching tools
- literacy skills to interrogate a wide range of complex information sources.

Required knowledge

- scope information sources available to the information services provider
- strategies for expediting search processes and minimising costs
- techniques for searching and retrieving information from a range of sources including the internet and other electronic sources
- communication patterns and channels in an appropriate range of specialist information areas
- bibliographic standards, e.g. AACR latest additions and amendments, DDC, LCC, specialist subject thesauri.

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, range statement and the Assessment Guidelines for the Training Package.

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

Evidence of the following is essential:

- effective customer communication and negotiation skills
- highly developed information literacy skills
- appropriate use of electronic sources and other technologies
- knowledge of the organisation's reference, research and general collections
- presence of time constraints which reflect industry practice and standards
- practical demonstration of skills to respond to complex and varied information requests.

Context of and specific resources for assessment

Assessment must ensure:

- use of current industry systems and equipment
- interaction with others to reflect the communication and negotiation aspects of this unit
- access to relevant policies and procedures manuals and a range of information sources and information systems.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- evaluation of candidate's response to different scenarios to assess ability to research, analyse and present information in response to a range of complex requests
- review of reports prepared by the candidate in response to a particular information needs
- review of reports prepared by the candidate detailing the development of strategies to respond

EVIDENCE GUIDE

to a given need, including challenges faced and how these were overcome.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- CULLB005B Search databases
- CUSRAD02A Conduct research.

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, if used in the performance criteria, is detailed below. 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) may also be included.

Overall nature of the information need may relate to:

- level, detail and currency of information
- timeframe
- delivery/presentation method
- commercial sensitivities/implications
- degree of specialist assistance required

Within this unit, information needs may be quite complex in nature and significant analysis, assessment and judgement is required.

Complexity may be related to:

- specialised nature of the information
- complexity of the information
- complexity of determining the customer requirements
- specialised access protocols particular to the area
- wide range of information to which access is required by customers
- wide range of information sources, tools and access possibilities
- need for sophisticated packaging or presentation of the information
- fact that information is not published

RANGE STATEMENT

Complex search strategies may be required for a range of reasons including:

- difficulty of finding or obtaining information
- complexity of the subject field, its concepts and methodologies, and its publishing and scholarly communication patterns
- information is in a new or developing field where the sources are not well established
- missing, vague or conflicting information
- commercial sensitivity of search processes
- cost implications
- variety of possible sources requiring judgement about most likely options

Information sources may be difficult to access because they:

- are in a state of constant change
- are badly organised or of varying quality
- have many different network interfaces which may not be user-friendly, e.g. high level internet navigational skills may be required to trace information

Appropriate information sources may be:

- internal
- external
- networked
- scientific or technical journals
- reports
- working papers
- discussion papers

Packaging and presentation of information may include the use of:

- sound
- graphics
- text
- organisational systems to ensure easy access

Unit Sector(s)

Not applicable.

Competency field

Competency field Library Customer Service