



Australian Government

RIICCR601D Manage customer relationships

Release: 2

RIICCR601D Manage customer relationships

Modification History

Release	Comment
1	This unit replaces RIICCR601A Manage customer relationships
2	Required frequency and volume of evidence amended in Performance evidence. Substantial amendments made in Assessment Conditions field, including: references to Industry Sectors, assessor and subject matter expert experience requirements, how assessment should be conducted and what it should confirm.

Application

This unit describes a participant's skills and knowledge required to manage customer relationships in the Resources and Infrastructure Industries.

This unit applies to those working in management roles.

No licensing or certification requirements apply to this unit at the time of publication.

Elements and Performance Criteria

1 Plan to meet client requirements	1.1 Access, interpret and apply customer relationship documentation and ensure the work activity is compliant 1.2 Research, understand and assess the needs of clients and include them in the planning process 1.3 Make provision in plans to negotiate quality, time and cost specifications with clients 1.4 Maintain effective communication links and consultative processes with clients
2 Identify opportunities for product and service enhancement	2.1 Identify existing/potential customer base as a guide to demand 2.2 Identify service opportunities and promote them to potential clients 2.3 Determine client requirements and preferences in relation to services to be supplied as a basis for the marketing strategy 2.4 Implement systems to receive, respond to and address client reactions 2.5 Implement marketing strategies aimed at improving the

	business' competitive position
3 Explore opportunities to improve client satisfaction	3.1 Deliver products and services to client satisfaction within quality, time, cost and resource parameters 3.2 Maintain quality of products and services by establishing client feedback mechanisms 3.3 Discuss problems and implement resolution process 3.4 Investigate client complaints promptly and use to improve service
4 Monitor marketing performance	4.1 Monitor performance achievements against the marketing plan 4.2 Investigate causes of any serious performance deviations and take corrective action 4.3 Monitor and optimise production operations 4.4 Use resources effectively and efficiently to provide a quality service 4.5 Plan and introduce strategies which support the establishment of long term relationships 4.6 Adjust product and service delivery promptly and decisively to satisfy client and organisational requirements 4.7 Manage written records, reports and recommendations

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit. Further information is available in the Resources and Infrastructure Industry Training Package Companion Volume.

Unit Mapping Information

RIICCR601A Manage customer relationships

Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=88a61002-9a21-4386-aaf8-69c76e675272>

Assessment Requirements for RIICCR601D Manage customer relationships

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Performance Evidence

Evidence is required to be collected that demonstrates a candidate's competency in this unit. Evidence must be relevant to the roles within this sector's work operations and satisfy all of the requirements of the performance criteria of this unit and include evidence that the candidate:

- locates and applies relevant legislation, documentation, policies and procedures
- demonstrates completion of managing customer relationships that safely, effectively and efficiently meets all of the required outcomes on more than one (1) occasion including:
 - planning activity and processes for managing customer relationships (including sales, advertising and promotion, logistics)
 - applying key marketing concepts and methods to establish strategies that support the establishment of long term relationships
 - carrying out continuous improvement processes for product and services
 - identifying and managing contractual rights and responsibilities
 - consulting with customer to ensure products and services meet client needs
 - monitoring client satisfaction
 - exploring opportunities to improve client satisfaction
 - using problem solving, negotiation and conflict resolution techniques to manage and maintain customer requirements
 - monitoring marketing performance
 - researching and applying best techniques for collection of data and record keeping
 - analysing problems with products and services, consider option, implements best option to solve problems

Knowledge Evidence

The candidate must demonstrate knowledge managing customer relationships through:

- identifying legal rights and responsibilities
- identifying contractual rights and responsibilities
- establishing planning and control systems (sales, advertising and promotion, logistics)
- identifying and communicating key marketing concepts and methods
- determining various methods of monitoring client satisfaction
- using numerical concepts such as percentages, place value for whole numbers and decimals, estimation (for example, quantities, resources, time)
- maintaining record keeping systems
- using various communication systems, processes and procedures

Assessment Conditions

- An assessor of this unit must satisfy the requirements of the NVR/AQTF or their successors; and Industry regulations for certification and licensing; and,
- this unit is best assessed in the context of this sector's work environment;
- where personal safety or environmental damage are limiting factors, assessment may occur in a simulated environment provided it is realistic and sufficiently rigorous to cover all aspects of this sector's workplace performance, including environment, task skills, task management skills, contingency management skills and job role environment skills; and,
- this unit must be assessed in compliance with relevant legislation/regulation and using policies, procedures, processes and operational manuals directly related to the industry sector for which it is being assessed; and,
- assessment may be conducted in conjunction with the assessment of other Units of Competency; and,
- assessment must confirm consistent performance can be applied in a range of relevant workplace circumstances; and,
- assessors must demonstrate the performance evidence, and knowledge evidence as outlined in this Unit of Competency, and through the minimum years of current* work experience specified below in an Industry sector relevant to the outcomes of the unit; or,
- where the assessor does not meet experience requirements a co-assessment or partnership arrangement must exist between the qualified assessor and an Industry subject matter expert. The Industry subject matter expert should hold the unit being assessed (or an equivalent unit) and/or demonstrate equivalence of skills and knowledge at the unit level. An Industry technical expert must also demonstrate skills and knowledge from the minimum years of current work experience specified below in the Industry sector, including time spent in roles related to the unit being assessed; and,
- assessor and Industry subject matter expert requirements differ depending on the Australian Qualifications Framework Level (AQF) of the qualification being assessed and/or Industry Sector as follows:

Industry sector	AQF** Level	Required assessor or Industry subject matter expert experience

Drilling, Metalliferous Mining, Coal Mining, Extractive (Quarrying) and Civil Construction	1	1 Year
	2	2 Years
Drilling, Coal Mining and Extractive (Quarrying)	3-6	3 Years
Metalliferous Mining and Civil Construction	3-6	5 Years
Other sectors	Where this Unit is being assessed outside of the Resources and Infrastructure Sectors assessor and/or Industry subject matter expert experience should be in-line with industry standards for the sector in which it is being assessed and where no Industry standard is specified should comply with any relevant regulation.	

*Assessors can demonstrate current work experience through employment within Industry in a role relevant to the outcomes of the Unit; or, for external assessors this can be demonstrated through exposure to Industry by conducting frequent site assessments across various locations.

**Where a unit is being delivered outside of a Qualification the first numeric character in the Unit code should be considered to indicate the AQF level

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