



Australian Government

RIICCR601E Manage customer relationships

Release: 1

RIICCR601E Manage customer relationships

Modification History

Release	Comments
Release 1	This version first released with RII Resources and Infrastructure Industry Training Package Version 5.0.

Application

This unit describes the skills and knowledge required to manage customer relationships in the resources and infrastructure industries.

It applies to those who work in management roles. They are generally responsible for the outcomes of others and contribute to the development of solutions to non-routine problems.

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

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Plan to meet client requirements	1.1 Obtain, interpret and confirm work requirements 1.2 Access, interpret and apply documentation required to manage customer relationships 1.3 Identify, assess and determine the needs of clients according to job requirements 1.4 Create plans that that negotiate quality, time and cost specifications with clients 1.5 Maintain effective communication links and consultative processes with clients according to job requirements
2. Identify opportunities for product and service enhancement	2.1 Identify the existing and potential customer base 2.2 Identify service opportunities and promote them to potential clients according to job requirements 2.3 Create a marketing strategy based on the supply requirements of the client 2.4 Implement systems to receive, respond to and address client feedback according to workplace requirements

ELEMENT	PERFORMANCE CRITERIA
	2.5 Implement marketing strategies aimed at improving the competitive position of the business
3. Explore opportunities to improve client satisfaction	3.1 Deliver products and services to client satisfaction within quality, time, cost and resource parameters according to job requirements 3.2 Establish client feedback mechanisms 3.3 Discuss problems with relevant personnel and implement a problem resolution process 3.4 Investigate client complaints according to workplace procedures
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 according to job requirements 4.3 Introduce strategies that establish long term client relationships 4.4 Modify own role and responsibilities to meet changing circumstances according to workplace procedures 4.5 Manage systems, written and verbal records and reporting procedures according to job requirements

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Writing	Prepares specific information that complies with a range of regulatory requirements, using sector-specific terminology
Reading	Identifies and interprets relevant information from workplace procedures, documentation and regulations
Problem solving	- Demonstrates an understanding of the ways in which variables impact on decision outcomes - Identifies a range of factors that impact on a decision, including own values and principles, the needs, power, values, beliefs and assumptions of stakeholders
Oral communication	Articulates requirements and responsibilities clearly and distinctively, using industry standard technical language intended for audience and environment

Unit Mapping Information

Supersedes and is equivalent to RIICCR601D Manage customer relationships.

Links

Companion Volume implementation guides is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=88a61002-9a21-4386-aaf8-69c76e675272>

Assessment Requirements for RIICCR601E Manage customer relationships

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- manage customer relationships on at least two occasions, including:
 - planning activity and processes for managing customer relationships, including:
 - sales
 - advertising
 - 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 customers to confirm 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 techniques for the collection of data and record keeping
 - analysing problems with products and services, considering options and implementing the best option to solve problems.

During the above, the candidate must:

- locate and apply relevant documentation, policies and procedures and confirm that the work activity is compliant
- implement the requirements, procedures and techniques for managing customer relationships

- work effectively with others to manage customer relationships in a way that meets all required outcomes
- communicate clearly and concisely with others to receive and clarify work instructions.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- key policies, procedures and documentation required to manage customer relationships, including:
 - reports and record keeping systems
 - various communication systems, processes and procedures
 - legal rights and responsibilities
 - contractual rights and responsibilities
- principles and techniques for managing client satisfaction, including:
 - key marketing concepts and methods
 - various methods of monitoring client satisfaction
- techniques for using numerical concepts, including:
 - percentages
 - place value for whole numbers and decimals
 - estimation
 - quantities
 - resources
 - time
- principles and techniques for identifying relevant hazards and emergencies
- techniques for coordinating and communicating job activities with others.

Assessment Conditions

Mandatory conditions for assessment of this unit are stipulated below. The assessment must:

- include access to:
 - personal protective equipment
 - equipment related to manage customer relationships
 - relevant documentation
- be conducted in a safe environment; and,
- be assessed in the context of this sector's work environment; and,
- be assessed in compliance with relevant legislation/regulation and using policies, procedures and processes directly related to the industry sector for which it is being assessed; and,
- confirm consistent performance can be applied in a range of relevant workplace circumstances.

Where personal safety or environmental damage are limiting factors, assessment may occur in a simulated work 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.

Assessor requirements

Assessors must be able to clearly demonstrate current and relevant industry knowledge and experience to satisfy the mandatory regulatory standards as set out in the Standards for Registered Training Organisations (RTOs) 2015/Australian Quality Training Framework mandatory requirements for assessors current at the time of assessment and any relevant licensing and certification requirements. This includes:

- vocational competencies at least to the level being delivered and assessed
- current industry skills directly relevant to the training and assessment being provided
- current knowledge and skills in vocational training and learning that informs their training and assessment
- formal relevant qualifications in training and assessment
- having knowledge of and/or experience using the latest techniques and processes
- possessing the required level of RII training product knowledge
- having an understanding and knowledge of legislation and regulations relevant to the industry and to employment and workplaces
- demonstrating the performance evidence, and knowledge evidence outlined in this unit of competency, and
- the minimum years of current** work experience after competency has been obtained as specified below in an industry sector relevant to the outcomes of the unit.

It is also acceptable for the appropriately qualified assessor to work with an industry expert to conduct assessment together and for the industry expert to be involved in the assessment judgement. The industry expert must have current industry skills directly relevant to the training and assessment being provided. This means the industry subject matter expert must demonstrate skills and knowledge from the minimum years of current work experience after competency has been obtained as specified below, including time spent in roles related to the unit being assessed:

Industry sector	AQF indicator level***	Required assessor or industry subject matter expert experience
Drilling, Metalliferous Mining, Coal Mining, Extractive (Quarrying) and Civil Infrastructure	1	1 year
	2	2 years
Drilling, Coal Mining, Extractive (Quarrying), Metalliferous Mining and Civil Infrastructure	3-6	3 years
Other sectors	Where this unit is being assessed outside of the resources and infrastructure sectors assessor and/or industry subject matter expert	

Industry sector	AQF indicator level***	Required assessor or industry subject matter expert experience
	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.	

*Guidance on simulated environments has been stipulated in the Companion Volume Implementation Guide located on VETNet.

**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 a minimum number of site assessments as determined by the relevant industry sector, across various locations.

*** While a unit of competency does not have an AQF level, where a unit is being delivered outside of a qualification the first numeric character in the unit code should be considered as the AQF indicator level for assessment purposes.

Links

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