AURACA103 Build customer relations in an automotive workplace

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with AUR Automotive Retail, Service and Repair Training Package Version 6.0

Application

This unit describes the skills and knowledge required to maintain a customer database, monitor existing customer service processes and operations, and identify opportunities to value add to customer experiences in an automotive workplace.

The unit applies to those working in the automotive vehicle or component sales and service environment.

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

Unit Sector

Common Sales and Marketing

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Maintain customer database	1.1 Upload information relating to new customers regularly to database according to workplace procedures 1.2 Update information relating to existing customers regularly to maintain relevance and currency of database 1.3 Access and analyse information relating to customers and their sales and service history
2. Determine customer value-adding opportunities	2.1 Monitor customer needs and value-adding opportunities regularly via information accessible on the company database and through informal channels 2.2 Assess current automotive products and services against customer needs

ELEMENTS	PERFORMANCE CRITERIA
	2.3 Document and report trends in customer service needs and value-adding opportunities to supervisor
3. Contribute to workplace business operations	3.1 Review customer service operations with supervisor to check alignment with current customer service requirements
	3.2 Make recommendations for changes to customer service operations following consultation with supervisor

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
Learning	• Locates required sources of information efficiently.
Reading	• Interprets textual and numerical information in automotive product and service documentation.
Writing	• Structures customer service reports logically using required data and effective spelling and grammar.
Oral communication	• Explains clearly customer needs and product and service information.
Numeracy	• Interprets numerical information relating to percentages and trends over time in workplace databases, charts and documentation.
Problem solving	• Interprets information and recommends improvements to customer service.
Technology	• Operates workplace business technology records customer feedback and profile in a logical sequence within workplace database.

Unit Mapping Information

Supersedes and is equivalent to AURACA003 Build customer relations in an automotive workplace.

Links

Companion Volume Implementation Guide is found on VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=b4278d82-d487-4070-a8c4-78045ec695b1

PwC's Skills for Australia