

Specification of Competency Standards for the Automotive Industry
Unit of Competency

1. Title	Manage customer relationship
2. Code	AUSDCN310A
3. Range	This unit of competency is applicable in workplaces relevant to vehicle sales and its after-sales services. Practitioners should be capable to employ customer relationship management techniques appropriately to maintain good relationship with customers to strengthen the company's business and reputation.
4. Level	3
5. Credits	12(for reference only)
6. Competency	<p style="text-align: right;"><u>Performance Requirements</u></p> <p>6.1 Knowledge of customer relationship management</p> <ul style="list-style-type: none"> ◆ Understand customer relationship management theory, such as: <ul style="list-style-type: none"> • Customer knowledge • Customer satisfaction • Establishment of customer relationship • The ethical concept of customer relationship ◆ Employ customer relationship management techniques ◆ Understand the vehicle manufacturer's policy on brands/product services and organisational policy on customer relationship management ◆ Understand general customer information and management of information system <p>6.2 Manage customer relationship</p> <ul style="list-style-type: none"> ◆ Establish and maintain stable and permanent relationship with customers according to the guidelines and policies of the vehicle manufacturer and the organisation, such as: <ul style="list-style-type: none"> • Routine customer interaction management, e.g. visits, mails and other electronic communications

	<ul style="list-style-type: none"> • Communication and interaction record management, e.g. conversations, phone calls, emails and letters, etc. • Maintain record of customers' crucial information • Monitor reports on customer relationship, such as: <ul style="list-style-type: none"> ▸ Answer enquiries, make quotation and verification ▸ Keep promises ▸ Handle customers' complaints • Customer evaluation and classification • Handle general customer information system management, such as: <ul style="list-style-type: none"> ▸ Keep customer information on file ▸ Retrieve data base and data ▸ Update data ▸ Analyse relationship ▸ Compile reports ▸ Make back-up ▸ Maintain close contact with other departments in the organisation (e.g. service department or sales department) to fully utilise customer information
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to understand customer relationship management theory; and</p> <p>(ii) Capable to employ customer relationship management techniques appropriately to maintain good relationship with customers; and fully utilise customer information to strengthen and enhance business.</p>
8. Remarks	