

UNIT OF COMPETENCE: AUR99	
Establish relations with customers	
Elements (activities)	Possible sources of evidence
<p>Establish contact with customers</p> <ul style="list-style-type: none"> ▪ Maintain a welcoming customer service ▪ Greet customer warmly in line with local policies & procedures ▪ Use verbal & nonverbal communication to create an effective service environment 	
<p>Clarify specific needs of customer</p> <ul style="list-style-type: none"> ▪ Use questioning and active listening to determine customer needs ▪ Accurately assess customer needs against products/services of organisation ▪ Record customer details clearly and accurately in required format 	
<p>Provide information and service</p> <ul style="list-style-type: none"> ▪ Describe/ recommend features and benefits of products/services offered ▪ Provide correct information to satisfy customer needs ▪ Discuss alternate forms of information/advice ▪ Follow up alternatives, if necessary 	
<p>Follow up customer needs</p> <ul style="list-style-type: none"> ▪ Dispatch further information to customer if required ▪ Identify gaps in available information and refer to relevant person for action if required 	

Evidence demonstrating the total picture of the Unit of competency including:

- Dimensions of competency
- Key competencies
- AQF level
- Workplace application