

BSB40315 CERTIFICATE IV IN CUSTOMER ENGAGEMENT

Release Number: 3, Release Date: 27 September 2018

The **CERTIFICATE IV CUSTOMER ENGAGEMENT** requires that 13 units be achieved. There are no pre-requisite or co-requisite units for this qualification. All 13 units must be completed to attain the full qualification. Where only some units of competency are achieved, a statement of attainment will be issued.

This qualification reflects the role of individuals with excellent communication and interpersonal skills who undertake complex customer interactions, often as a team leader and with significant authority to delegate.

Duties at this level are varied and may include responding to complex customer requests handling complaints, coaching staff and completing related administrative tasks..

Duties at this level may include using multi-channel communications; receiving and responding to complex customer requests or enquiries; handling customer complaints; applying key performance indicators; leading a team; coaching staff; scheduling and organising; and gathering, interpreting and organising data capture.

Preferred pathway for candidates considering this qualification include:

- BSB30215 Certificate III in Customer Engagement or other relevant qualifications
- OR**
- vocational experience assisting in a range of support roles without a formal business qualification.

The units of competency that make up this qualification are: **3 core units** from the core units listed below plus **10 elective units**.

Core Units:

National Code	National Title
BSBCUS401	Coordinate implementation of customer service strategies
BSBLED401	Develop teams and individuals
BSBWHS401	Implement and monitor WHS policies, procedures and programs to meet legislative requirements

Elective Units:

At least **4** of the **elective units** must be selected from Group A.

The other **6 elective units** may be selected from Group A or Group B elective units, or from qualifications at the same level or one higher in any endorsed Training Package or accredited course. If not listed, up to 2 units may be selected from a Certificate III level qualification.

Elective units must be relevant to the work environment and the qualification, maintain the integrity of the AQF alignment and contribute to a valid, industry-supported vocational outcome.

Group A

National Code	National Title
BSBCUE403	Schedule customer engagement activity
BSBCUE404	Collect, analyse and record information
BSBCUE405	Survey stakeholders to gather and record information
BSBCUE406	Run a multicentre
BSBCUE407	Administer customer engagement technology
BSBCUS402	Address customer needs
BSBCUS403	Implement customer service standards
BSBMGT401	Show leadership in the workplace
BSBMKG419	Analyse consumer behaviour
BSBWOR403	Manage stress in the workplace

Group B

National Code	National Title
BSBCOM401	Organise and monitor the operation of compliance management system
BSBCOM402	Implement processes for the management of a breach in compliance requirements
BSBCOM403	Provide education and training on compliance requirements and systems
BSBCOM404	Promote and liaise on compliance requirements, systems and related issues
BSBHRM405	Support the recruitment, selection and induction of staff
BSBINM401	Implement workplace information system
BSBINN301	Promote innovation in a team environment
BSBLDR402	Lead effective workplace relationships
BSBLED501	Develop a workplace learning environment
BSBMGT402	Implement operational plan

BSBMGT403	Implement continuous improvement
BSBMGT405	Provide personal leadership
BSBPMG411	Apply project quality management techniques
BSBPMG415	Apply project risk management techniques
BSBPMG522	Undertake project work
BSBRES411	Analyse and present research information
BSBSLS501	Develop a sales plan
BSBSLS502	Lead and manage a sales team
BSBSUS401	Implement and monitor environmentally sustainable work practices
CHCINM001	Meet statutory and organisation information requirements
ICTSAS305	Provide IT advice to clients

It is highly recommended that participants view www.training.gov.au for detailed information on packaging arrangements.

The Australian Qualifications Framework (AQF) provides a guide to the volume of learning for each qualification. It describes how long a student may take to complete a qualification and is dependent on a number of factors such as; experience, current skill level, knowledge and job role. Without any prior experience, skill or knowledge it is anticipated a student would take 6 – 24 months to complete this qualification.

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