



## BSB40315 CERTIFICATE IV IN CUSTOMER ENGAGEMENT

Many people are required to deal with the public in a range of circumstances and situations with little more than basic customer service training, and their performance on the job and often the impact on people reflects that.

This program will support staff engaging customers and their own staff and teams to effectively use multi-channel communications, receive and deal with complex customer requests or enquiries, handle customer complaints, apply key performance indicators, lead and coach a team and gather and interpret data they collect.

### Program Outcomes

- ✓ Evaluate and implement customer service strategies including contribution to quality customer service standards.
- ✓ Develop teams and individuals to perform at their best.
- ✓ Understand work health and safety (WHS) policies, procedures and programs for your work area in order to meet legislative requirements.
- ✓ Effectively use multiple information systems to research information and records, and to maintain up-to-date customer information. This includes gathering, collating and recording information from a variety of sources, including database systems.
- ✓ Build and manage effective customer relationships.
- ✓ Coordinate and review the promotion of an organisation's products and services.
- ✓ Understand and implement continuous improvement systems and processes.
- ✓ Identify potential sales prospects by applying prospecting methods, and manage own sales performance by establishing a sales plan, while managing stress, time and sales-related paperwork
- ✓ Present sales solutions that respond to specific buying needs of a client, and to use sales processes associated with securing prospect commitment to proceed with a sale.
- ✓ Display high levels of personal leadership and model high standards of conduct reflecting your organisation's standards and values.

### Program Snapshot



#### Duration

10-16 months



#### Delivery Options

- Face to face classroom (or delivered in the workplace), supplemented by extensive workplace practice.
- Distance / Online learning available.



#### Assessment Methods

- Theory & knowledge assessments
- Case studies
- Practical exercises
- Project Work
- Workplace observations
- Workplace Supervisors' reports



#### Pre-requisites

It is required that learners be employed in a position that allows them to demonstrate application of skills required by the program. Learners will need access to the internet for on-line research and activities.

LLN will be assessed prior to course commencement.



#### Resources Provided

Learning resources will be provided including; training manuals, powerpoint presentations, You-tube clips, webinars etc.



#### Costs

\$3,000 full fee.

State Government funding may be available for eligible individuals. Contact us to see if you're eligible for government funding.



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### Program Structure

BSB40315 Certificate IV in Customer Engagement requires completion of 13 units

\* Indicates core units.

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\*

BSBCUS403 Implement customer service standards

BSBCUE301 Use multiple information systems

BSBCUS402 Address customer needs

BSBMGT405 Provide personal leadership

BSBMKG413 Promote products and services

BSBMGT403 Implement continuous improvement

BSBCUE404 Collect, analyse and record information

BSBSLS407 Identify and plan sales prospects

BSBSLS408 Present, secure and support sales solutions

BSBMGT401 Show leadership in the workplace

**Induction:** Trainees will be introduced to the course, delivery and assessment methods, and expectations and rights of trainees prior to course commencement.

All trainees are expected to comply with worksite WHS procedures and policies during practical activities. Safety procedures in the classroom will be explained at the commencement of the course.

**RPL & Credit Transfer:** Students who believe they have sufficient past experience to demonstrate full competence against particular units may apply for RPL using the forms and processes available from the TME office. Students may apply for credit transfer for any units completed in prior qualifications, including for the elective units.

**Funding:** This program may be supported by Victorian State Government funding or subsidised by the NSW Government subject to eligibility. New employees may also be eligible for Commonwealth Government Funding. Contact us to check your eligibility.

**Workplace Training:** Programs can be customised to meet individual or workplace requirements. On the job training and assessment activities are built into our programs to benefit employers and enable learners to develop relevant workplace skills.

We actively tailor training for people from diverse backgrounds, including those with disabilities, and encourage all to apply.

Information in this flyer is current at 19/1/2017 and may be subject to change. Contact us to ensure you have the most current information about this program.

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For more information about this program please contact the TME office on (03) 9874 0812 or [enquiries@tme.edu.au](mailto:enquiries@tme.edu.au)