



BSB40315 Certificate IV in Customer Engagement

What is customer engagement?

When it comes to customer engagement, it's no longer good enough to just think about the monetary value of the relationships that we have with customers. To stand out, we need to go deeper, be braver and think differently if we are to develop the sort of relationships with our customers that we want.

For many, that is a challenge. But, for others, it will be an opportunity.

Course Overview

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, respond to complex customer requests, handle complaints, coach staff and complete related administrative tasks.

Although there are no formal entry requirements for this qualification, you must be an Australian Citizen, Permanent Resident or currently hold a suitable Study Visa. If you are a New Zealand citizen, you can complete this course but will need to provide an Australian address for certificate issuance. Additionally if you are a New Zealand citizen and study in Australia, you will need to provide a USI.

The first target group for this qualification is current practitioners who are seeking to upgrade their skills and knowledge to obtain a formal qualification. This group of candidates will normally consist of:

- Contact centre team leader
- Quality assurance coordinator
- Customer contact coach
- Analyst
- Scheduler
- Complex enquiry customer contact operator.

The second target group for this qualification, is people new to the industry. This group of candidates could consist of:

- people looking for a career change
- people who need this qualification for employment purposes
- people seeking a formal qualification
- people with office experience seeking a formal qualification.

For more information on this qualification go to:
<http://training.gov.au/Training/Details/BSB40315>

Nationally Recognised Qualifications

BSB30215
Certificate III Customer Engagement

BSB40315
Certificate IV Customer Engagement

BSB42015
Certificate IV Leadership and Management

BSB40515
Certificate IV in Business Administration

BSB41415
Certificate IV Work Health and Safety

BSB51915
Diploma Leadership and Management

Open Learning Courses

Project Management Basics

Emotional Intelligence

Supervisor Toolbox

Time Management

Safety for Supervisors

Effective Communication

Conflict Resolution

Negotiation Skills

Successful Presentations

Experienced Supervisors



Fees

- \$2,449 online for Fee for Service (other fees may apply if face-to-face training is outside of the Perth metro area) Payment Plans available
- Traineeship fees for new workers is available via the Business Leadership Centre Website.

Entry Requirements

There are no entry requirements for this qualification however, you will be expected to be able to:

- Access to the internet, computer, laptop or other mobile device to access the online learning portal
 - Assess to a customer service environment either currently working or as a volunteer (your workplace will be assessed for suitability prior to confirmation of enrolment).
 - Access to Microsoft word and excel
 - Understand and be able to communicate in written and verbal English
 - Complete the pre-assessment (This ensures that you have the Language, Literacy and Numeracy skills to complete the course. Additionally, it helps us identify if you have any individual needs that we need to cater for).
- Course Delivery and Assessment Information.

Course Delivery and Assessment Information

Blended Delivery:

- This course is delivered and assessed **online, in the workplace** and with set days **in class** over a 12 month period
- You will need to be self-motivated
- Full support is provided by a qualified trainer and assessor with **monthly coaching calls**
- Each quarter you are required to attend a day in class to undertake practical training and assessment.
- All course material and assessment is provided through the BLC Learning Management System (LMS).
- Each week students would be expected to undertake 4-6 hours of study in order to progress through the course as intended, please note that this is only an indicator.

Course Units

Successful completion of this course requires completion of three (3) *core units* and ten (10) *electives* as listed below.

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
BSBMGT403	Implement Continuous Improvement
BSBITU401	Design and Develop Complex Text Documents

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BSBITU402	Design and Use Complex Spreadsheets
BSBCUS403	Implement Customer Service Standards
BSBMKG419	Analyse consumer behaviour
BSBSLS501	Develop a Sales Plan
BSBMGT401	Show Leadership in the Workplace
BSBWOR403	Manage Stress in the Workplace
BSBWOR404	Develop Work Priorities
BSBCUS402	Address Customer Needs

On successful completion you will receive

A nationally recognised qualification - BSB40315 Certificate IV in Customer Engagement.

Students who do not successfully complete will be provided with a Statement of Attainment for units successfully completed.

Customer Engagement Pathway



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Further Information

Please refer to the Learner Handbook regarding:

- Getting started
- Rights and Responsibilities
- Your Assessment
- Certification
- Policies.

If you wish to discuss any issues not covered in the Learner Handbook, Qualification Outline or the Unit Outlines or any issues regarding your study such as special needs or learning assistance, please contact us on the below:

Contact Details

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