



# BSB40315 Certificate IV in Customer Engagement

**Do you want to take the next step in your Engagement Career?  
Are you looking for knowledge and confidence to  
lead and manage customer service teams?  
Would you like to learn effective delegation and team leadership skills?**

There are endless possibilities in what you can achieve post-graduation. The interpersonal, conceptual and practical skills learned through this qualification will help you unlock your potential and future career. The BSB40315 Certificate IV in Customer Engagement will give you the qualification to open those doors.

## **CAREER OPTIONS**

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

## **ABOUT THE COURSE**

Our BSB40315 Certificate IV in Customer Engagement is specifically designed for people who are looking to advance within the customer service industry. BSB40315 Certificate IV in Customer Engagement is a nationally accredited qualification and an industry endorsed program which has been created to provide training for people who are eager to advance their career in this exciting sector.

## **How long does the course take to complete?**

- Scheduled face to face training sessions over 13 action packed topics
- Total duration is between 10 and 18 months depending on your prior experience.

## **We also provide**

- Dedicated trainer visits to you in your workplace.
- Course Materials & Resources

## ENTRY REQUIREMENTS

There are no prerequisites to gain entry into BSB40315 Certificate IV in Customer Engagement, however;

- Students must undertake a Language, Literacy & Numeracy (LLN) test so that the appropriate academic support can be sourced throughout the course

## THE COURSE

To achieve this qualification you need to successfully complete 13 units of study. This consists of 3 core units plus 10 elective units.

Customer Service Strategies	<b>BSBCUS401</b>	Coordinate implementation of customer service strategies
Develop Teams & Individuals	<b>BSBLED401</b>	Develop Teams and Individuals
Monitor WHS	<b>BSBWHS401</b>	Implement and monitor WHS policies, procedures and programs to meet legislative requirements
Follow the Leader	<b>BSBMGT401</b>	Show leadership in the workplace
	<b>BSBWOR404</b>	Develop work priorities
Address customer needs	<b>BSBCUS402</b>	Address customer needs
Work effectively with diversity	<b>BSBDIV301</b>	Work effectively with diversity
Implement continuous improvement	<b>BSBMGT403</b>	Implement continuous improvement
The Engine Room (Part 1 & 2)	<b>BSBMGT502</b>	Manage people performance
Collect, analyse and record information	<b>BSBCUE404</b>	Collect, analyse and record information
Manage stress in the workplace	<b>BSBWOR403</b>	Manage stress in the workplace
Dream Team	<b>BSBLDR403</b>	Lead Team Effectiveness
Innovation	<b>BSBINN301</b>	Promote innovation in a team environment

# A DETAILED **VIEW**

## **Core Units**

### **CUSTOMER SERVICE STRATEGIES**

#### **Coordinate implementation of customer service strategies (BSBCUS401)**

This unit covers topics to advise on, carry out and evaluate customer service strategies, including the design of improvement strategies based on feedback. Operators may have responsibility to provide guidance or to delegate aspects of these tasks to others.

### **DEVELOP TEAMS & INDIVIDUALS**

#### **Develop Teams and Individuals (BSBLED401)**

This unit covers topics on determining individual and team development needs and to facilitate the development of the workgroup.

### **MONITOR WHS**

#### **Implement and monitor WHS policies, procedures and programs to meet legislative requirements (BSBWHS401)**

This unit describes the performance outcomes, skills and knowledge required to implement and monitor the organisation's work health and safety (WHS) policies, procedures and programs in the relevant work area in order to meet legislative requirements.

## **Elective Units**

### **FOLLOW THE LEADER**

#### **Show leadership in the workplace (BSBMGT401)**

This unit involves the skills and knowledge required to work with teams and individuals, their standard of conduct and the initiative they take in influencing others. At this level, work will normally be carried out within routine and non-routine methods and procedures which require the exercise of some discretion and judgement.

#### **Develop work priorities (BSBWOR404)**

This unit involves the skills and knowledge required to plan one's own work schedules, to monitor and to obtain feedback on work performance and development. It also addresses the requirement to take responsibility for one's own career planning and professional development.

### **ADDRESS CUSTOMER NEEDS**

#### **Address customer needs (BSBCUS402)**

This unit involves the skills and knowledge required to manage the ongoing relationship with a customer, who includes assisting the customer to articulate their needs, meeting customer needs and managing networks to ensure customer needs are addressed. The customer relationship would typically involve direct interaction a number of times over an extended period.

## **WORK EFFECTIVELY WITH DIVERSITY**

### **Work effectively with diversity (BSBDIV301)**

This unit involves the skills and knowledge required to recognise and interact productively with diversity in the workplace. It covers sensitive responses to, and interactions with, all manner of diversity that might be encountered during the course of work.

## **IMPLEMENT CONTINUOUS IMPROVEMENT**

### **Implement continuous improvement (BSBMGT403)**

This unit involves the skills and knowledge required to implement the organisation's continuous improvement systems and processes. Particular emphasis is on using systems and strategies to actively encourage the team to participate in the process, monitoring and reviewing performance, and identifying opportunities for further improvements.

## **THE ENGINE ROOM PART I & 2**

### **Manage people performance (BSBMGT502)**

This unit involves the skills and knowledge required to manage the performance of staff who report to them directly. Development of key result areas and key performance indicators and standards, coupled with regular and timely coaching and feedback, provide the basis for performance management.

## **COLLECT, ANALYSE AND RECORD INFORMATION**

### **Collect, analyse and record information (BSBCUE404)**

This unit involves the skills and knowledge required to gather, collate and record information from a variety of sources, including database systems. Competence in this unit requires preparing, undertaking and recording relevant and required details of information collected according to organisational, legislative and regulatory requirements. It also requires efficient use of relevant technology.

## **MANAGE STRESS IN THE WORKPLACE**

### **Manage stress in the workplace (BSBWOR403)**

This unit involves the skills and knowledge required to manage own stress and the stress of others stress in a team environment.

## **DREAM TEAM**

### **Lead team effectiveness (BSBLDR403)**

This unit defines skills, knowledge and outcomes required to plan and supervise the performance of the team and develop team cohesion. It applies team leaders, supervisors and new emerging managers who have an important leadership role in the development of efficient and effective work teams. Leaders at this level also provide leadership for the team and bridge the gap between the management of the organisation and the team members. As such they must 'manage up' as well as manage their team/s.

## **INNOVATION**

### **Promote innovation in a team environment (BSBINN301)**

This unit involves the skills and knowledge required to be an effective and proactive member of an innovative team.

## **OUR PROMISE**

We are passionate about preparing students to take on leadership roles in the Customer Engagement environment.

All training is delivered by us! We do not have third parties delivering on our behalf. We will deliver training which assists you to develop the necessary skills, knowledge and attitude so you can respond confidently to many challenging and diverse contact center roles.

We have a dedicated trainers who will deliver your training face to face in your workplace so your supported every step of the way.

Arrow Training Services is a well known and respected registered training organisation with a reputation of producing qualified graduates who are well prepared and suited to a Customer Engagement leadership role.

For more information, give us a call at  
**1300 737 977**