Australian Government

BSB50315 Diploma of Customer Engagement

Release 3

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Modification History

Release	Comments
Release 3	This version first released with BSB Business Services Training Package Version 5.0. Version created to update Elective Unit list.
Release 2	This qualification first released with BSB Business Services Training Package Version 3.0. Version created to update codes and titles in unit list.
Release 1	This qualification first released with BSB Business Services Training Package Version 1.0.

Qualification Description

This qualification would apply to individuals with various job titles including contact centre managers, quality assurance officers, analysts, schedulers and customer contact managers.

Individuals in these roles would possess sound relationship management skills and be well-equipped to support a team. They would typically manage complex multi-channel customer interactions including training others and promoting continuous process improvements within an organisation.

Licensing/Regulatory Information

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

Entry Requirements

Nil

Packaging Rules

Total number of units = 10

3 core units plus

7 elective units, of which:

- 2 units must be from Group A elective units below
- 5 units may be 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

- up to 2 units may be from a Certificate IV 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.

Core Units

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BSBCUE504 Integrate customer contact operations in the organisation
BSBLED501 Develop a workplace learning environment
BSBMGT516 Facilitate continuous improvement
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Elective Units

Group A

BSBAUD501 Initiate a quality audit

BSBCUE501 Develop business continuity strategy

BSBCUE502 Establish a multicentre

BSBCUE503 Manage data interrogation

BSBCUE601 Optimise customer engagement operations

BSBCUE602 Manage customer engagement information

BSBCUE603 Design and launch new customer engagement facilities

BSBCUE604 Develop and maintain a service level strategy

BSBCUE605 Develop and maintain a customer engagement marketing strategy

BSBCUE606 Forecast and plan using customer engagement traffic information analysis

BSBCUE607 Manage customer engagement centre staffing

BSBCUE608 Manage customer engagement operational costs

BSBCUS501 Manage quality customer service

BSBSLS501 Develop a sales plan

BSBSLS502 Lead and manage a sales team

Group B

BSBCUE403 Schedule customer engagement activity

BSBCUE407 Administer customer engagement technology

BSBCOM501 Identify and interpret compliance requirements

BSBCOM502 Evaluate and review compliance

BSBCOM503 Develop processes for the management of breaches in compliance requirements

BSBCOM601 Research compliance requirements and issues

BSBCOM602 Develop and create compliance requirements

BSBCOM603 Plan and establish compliance management systems

BSBDIV601 Develop and implement diversity policy

BSBHRM405 Support the recruitment, selection and induction of staff

BSBHRM512 Develop and manage performance-management processes

BSBHRM604 Manage employee relations

BSBINM501 Manage an information or knowledge management system

BSBINN502 Build and sustain an innovative work environment

BSBITA611 Configure and optimise customer contact technology

BSBLED502 Manage programs that promote personal effectiveness

BSBLDR801 Lead personal and strategic transformation

BSBMGT605 Provide leadership across the organisation

BSBMGT615 Contribute to organisation development

BSBMGT618 Develop a contact centre business plan

BSBMKG610 Develop, implement and monitor a marketing campaign

BSBWHS521 Ensure a safe workplace for a work area

BSBPUB504 Develop and implement crisis management plans

BSBRSK501 Manage risk

BSBSUS501 Develop workplace policy and procedures for sustainability

BSBWOR403 Manage stress in the workplace

BSBWOR502 Lead and manage team effectiveness

Qualification Mapping Information

Supersedes and is equivalent to BSB50311 Diploma of Customer Contact.

Links

Companion Volume Implementation Guides are available from VETNet -
https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da40
7e23c10