Assessment Requirements for BSBCUE504 Integrate customer engagement within the organisation

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- analyse and document interdependencies and information flow between departments and the engagement centre
- analyse data and prepare plans to close gaps in value and service chain
- negotiate integration of market intelligence capture into operations and prepare a report in compliance with organisational policies and requirements.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- evaluate analytical methods and techniques, such as:
    - strengths, weaknesses, opportunities and threats (SWOT)
    - balanced scorecard
    - return on investment (ROI)
    - economic value added
- explain compliance policies and requirements applicable to organisation
- explain corporate aims and objectives
- outline market intelligence and data-gathering principles
- outline information technology infrastructure, functionality and reporting capability
- explain organisational communication methods, including reporting lines and key personnel required to effect change.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the stakeholder relations – customer engagement field of work. This includes access to:

- workplace information and data
- stakeholder feedback or stakeholders
- meeting documentation and minutes
- market intelligence reports
- value and service chain model analysis.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10