



**Australian Government**

# **BSBCUE504 Integrate customer engagement within the organisation**

**Release: 1**

# BSBCUE504 Integrate customer engagement within the organisation

## Modification History

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

## Application

This unit describes the skills and knowledge required to fully integrate customer engagement to ensure customers maintain a high profile and significance within the organisation.

It applies to individuals who possess a sound theoretical knowledge base and use a range of specialised, technical or managerial competencies, and who will work closely with other members of an organisation and have a high degree of autonomy with managerial responsibility.

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

## Unit Sector

Stakeholder Relations – Customer Engagement

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Identify and analyse interdependencies	1.1 Identify interdependencies between engagement centre and other departments within the organisation 1.2 Identify the degree of interdependence 1.3 Map the flow of transactions and information between other departments and the engagement centre
2 Analyse value and service chain and identify gaps	2.1 Develop value and service chain model 2.2 Consult regularly with stakeholders 2.3 Collect data to support chain continuity and gap identification

ELEMENT	PERFORMANCE CRITERIA
	2.4 Identify gaps in value and service chain
3 Prepare plan to close value and service chain gaps	3.1 Identify service chain gaps within control of customer engagement operations 3.2 Communicate other gaps to stakeholders and relevant parties 3.3 Identify activities and resources needed to close gaps 3.4 Prepare action plan 3.5 Establish review and feedback process 3.6 Develop internal networks to ensure sound communication across organisation
4 Integrate market intelligence capture into operations	4.1 Consult with organisation marketing area or business unit 4.2 Identify and agree on desired market intelligence 4.3 Integrate data collection into engagement guidelines 4.4 Integrate data-capture facilities into database 4.5 Integrate information into existing engagement strategy and operations
5 Report market intelligence to other corporate departments	5.1 Retrieve captured intelligence information 5.2 Prepare market-intelligence reports 5.3 Communicate information to relevant parties in an effective and timely manner

## Foundation Skills

*This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.*

Skill	Performance Criteria	Description
Reading	1.1, 1.2, 2.4, 3.1, 3.3, 5.1	<ul style="list-style-type: none"> <li>Interprets and analyses textual information in a variety of forms to obtain and apply requirements</li> </ul>
Writing	1.3, 2.1, 2.3, 3.4, 3.6, 4.1, 4.3, 4.5, 5.2, 5.3	<ul style="list-style-type: none"> <li>Develops diagrams and detailed value and service chain model and related plans, which incorporate evaluation of information, requirements, and recommendations</li> <li>Uses structure, format and language appropriate to</li> </ul>

		audience
Oral Communication	2.2, 3.2, 4.1, 5.3	<ul style="list-style-type: none"> <li>Articulates instructions and requirements clearly, and uses listening and questioning strategies to elicit ideas and opinions and confirm understanding</li> </ul>
Numeracy	2.1, 2.3	<ul style="list-style-type: none"> <li>Extracts and analyses data and numerical information embedded in relevant documents</li> </ul>
Interact with others	2.2, 3.2, 3.6, 4.1, 4.2 5.3	<ul style="list-style-type: none"> <li>Collaborates with others to achieve joint outcomes, playing an active role in establishment of networks, facilitating effective discussion and agreement</li> <li>Establishes and uses appropriate conventions and protocols when delivering reports to stakeholders</li> </ul>
Get the work done	1.1, 1.2, 2.1, 2.3, 2.4 3.6. 4.3-4.5 5.3	<ul style="list-style-type: none"> <li>Sequences and schedules complex activities, monitors implementation and manages relevant communication</li> <li>Uses analytical processes to develop plans, establishing criteria for decisions about activities, resources and processes required to close service chain gaps</li> <li>Uses systematic, analytical processes to integrate market intelligence into operations, defining relevant information, and making a range of relatively complex technical and operational decisions to achieve required outcomes</li> <li>Uses a range of digital technology and applications to access and filter data, and extract, organise, integrate and share relevant information</li> </ul>

## Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBCUE504 Integrate customer engagement within the organisation	BSBCCO504A Integrate customer contact operations in the organisation	Updated to meet Standards for Training Packages  Name changed to reflect industry practice	Equivalent unit

## **Links**

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>