BSB40315 Certificate IV in Customer Engagement
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Modification History

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<th>Release</th>
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<td>Release 3</td>
<td>This qualification first released with BSB Business Services Training Package Version 3.0. Version created to update codes and titles in unit list.</td>
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<tr>
<td>Release 2</td>
<td>This version released with BSB Business Services Training Package Version 2.0. Version created to update unit list.</td>
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<td>Release 1</td>
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Qualification Description

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.

Duties at this level are varied and may include responding to complex customer requests, handling complaints, coaching staff and completing related administrative tasks.

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 = 13
3 core units plus
10 elective units, of which:

- 4 units must be from Group A elective units below
- 6 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
- If not listed, up to 2 units may be from a Certificate III 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**

BSBCUS401 Coordinate implementation of customer service strategies
BSBLED401 Develop teams and individuals
BSBWHSC401 Implement and monitor WHS policies, procedures and programs to meet legislative requirements

**Elective Units**

**Group A**

BSBCUE403 Schedule customer engagement activity
BSBCUE404 Collect, analyse and record information
BSBCUE405 Survey stakeholders to gather and record information
BSBCUE406 Run a multicentre
BSBCUE407 Administer customer engagement technology
BSBCUS402 Address customer needs
BSBCUS403 Implement customer service standards
BSBMGT401 Show leadership in the workplace
BSBMKG419 Analyse consumer behaviour
BSBWOR403 Manage stress in the workplace

**Group B**

BSBCOM401 Organise and monitor the operation of compliance management system
BSBCOM402 Implement processes for the management of a breach in compliance requirements
BSBCOM403 Provide education and training on compliance requirements and systems
BSBCOM404 Promote and liaise on compliance requirements, systems and related issues
BSBHRM405 Support the recruitment, selection and induction of staff
BSBINM401 Implement workplace information system
BSBINN301 Promote innovation in a team environment
BSBLDR402 Lead effective workplace relationships
BSBLED501 Develop a workplace learning environment
BSBMGT402 Implement operational plan
BSBMGT403 Implement continuous improvement
BSBMGT405 Provide personal leadership
BSBPMG411 Apply project quality management techniques
BSBPMG415 Apply project risk management techniques
BSBPMG522 Undertake project work
BSBRES411 Analyse and present research information
BSBSLS501 Develop a sales plan
BSBSLS502 Lead and manage a sales team
BSBSUS401 Implement and monitor environmentally sustainable work practices
CHCINM001 Meet statutory and organisation information requirements
ICTSAS305 Provide ICT advice to clients

Qualification Mapping Information

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<td>BSB40315 Certificate IV in Customer Engagement Release 2</td>
<td>Updated codes and titles in unit list</td>
<td>Equivalent qualification</td>
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Links

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