



Australian Government

BSB40315 Certificate IV in Customer Engagement

Release 3

BSB40315 Certificate IV in Customer Engagement

Modification History

Release	Comments
Release 3	This qualification first released with BSB Business Services Training Package Version 3.0. Version created to update codes and titles in unit list.
Release 2	This version released with BSB Business Services Training Package Version 2.0. Version created to update unit list.
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

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

BSBWHS401 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

Code and title current version	Code and title previous version	Comments	Equivalence status
BSB40315 Certificate IV in Customer Engagement Release 3	BSB40315 Certificate IV in Customer Engagement Release 2	Updated codes and titles in unit list	Equivalent qualification

Links

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