



Australian Government

BSBCUE605 Develop and maintain a customer engagement marketing strategy

Release: 1

BSBCUE605 Develop and maintain a customer engagement marketing strategy

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 develop, maintain and promote a marketing strategy in a customer engagement environment.

It applies to individuals who analyse, design and execute judgements using wide ranging technical, creative, conceptual or managerial competencies and who are often accountable for group outcomes.

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 Apply sales and marketing principles to performance	1.1 Select a valid framework of sales and marketing principles for a customer contact centre 1.2 Achieve consensus on sales and marketing principles with stakeholders 1.3 Integrate sales and marketing principles into customer contact operating objectives and strategies 1.4 Identify elements of customer engagement centre supply chains 1.5 Promote engagement centre effectively to supply chain customers

ELEMENT	PERFORMANCE CRITERIA
2 Initiate, evaluate and maintain a marketing database system	2.1 Identify appropriate marketing database fields and functions 2.2 Contribute to the development and testing of a marketing database 2.3 Evaluate and enhance functionality of the marketing database to best serve the marketing operation 2.4 Establish effective database maintenance procedures 2.5 Establish contingency planning for failure of databases and systems
3 Develop and evaluate customer service and retention strategies	3.1 Identify effective after-sales support strategies 3.2 Develop strategies to retain customers and to build loyalty 3.3 Establish processes to facilitate after-sales support and customer retention strategies 3.4 Monitor and review after-sales support and customer retention processes 3.5 Adjust processes to optimise customer service and retention
4 Analyse sales and customer activity results	4.1 Identify sales and service report criteria relevant to the interests of stakeholders 4.2 Analyse sales and service data in relation to key performance indicators 4.3 Report on performance and activity data to stakeholders in a 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	1.4, 3.1	<ul style="list-style-type: none"> Recognises and evaluates complex texts to determine key information
Writing	1.2, 1.3, 1.5, 2.2, 3.2, 3.4, 4.3	<ul style="list-style-type: none"> Prepares information which incorporates specialised and cohesive language in a designated format and style appropriate to a specific audience and purpose
Oral	1.2, 1.5, 4.3	<ul style="list-style-type: none"> Presents information to a range of audiences using

Communication		<p>appropriate structure and language</p> <ul style="list-style-type: none"> • Uses questioning and active listening to clarify or confirm understanding
Numeracy	2.1, 4.2	<ul style="list-style-type: none"> • Extracts, evaluates and compares numerical information
Interact with others	1.2, 1.5, 3.4, 4.3	<ul style="list-style-type: none"> • Recognises and applies the protocols governing what to communicate and how in relation to stakeholders • Uses a range of persuasive techniques appropriate to audience and environment to negotiate agreeable outcomes
Get the work done	1.1, 1.3, 1.4, 2.1, 2.2, 2.3, 2.4, 2.5, 3.1, 3.4, 3.5, 4.1, 4.2, 4.3	<ul style="list-style-type: none"> • Sequences and schedules complex activities, monitors implementation and manages relevant communication in relation to database maintenance, contingency planning and retention strategies • Makes a range of critical and non-critical decisions in relatively complex strategy-development situations, taking a range of constraints into account • Uses analytical processes to decide on a course of action, establishing criteria for deciding between options when developing strategies • Uses digital tools to access, analyse and organise complex data

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBCUE605 Develop and maintain a customer engagement marketing strategy	BSBCCO605B Develop and maintain a customer contact marketing strategy	<p>Updated to meet Standards for Training Packages</p> <p>Name changed to reflect industry practice</p>	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

