



Australian Government

**Assessment Requirements for BSBMKG547
Develop strategies to monetise digital
engagement**

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- develop at least one strategy to monetise digital engagement.

In the course the above, the candidate must:

- analyse digital engagement channels and identify and evaluate the opportunities to monetise digital engagement
- devise measurable success criteria for monetised transactions
- design a model of customer engagement showing preferred points-of-sale and closure
- describe how digital authentication and security works to develop customer trust
- evaluate, negotiate and enter into service agreements
- identify, document and present trends and performance information from transaction data.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- differences between paid, owned and earned customer engagement
- barriers to streamlined transactions for digital users
- features of digital applications required to enable transactions
- engagement features of common digital financial transaction systems
- features of current payment processing tools and technologies used in digital transactions
- financial services legislation that impact on digital financial transactions
- organisational strategies, policies and procedures.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- legislation and regulations relevant to monetising engagements for businesses
- software and technology for monetising engagements for businesses
- workplace documentation and resources including policies and procedures for strategy development and business engagements.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

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