



**Australian Government**

# **BSB50311 Diploma of Customer Contact**

**Release 3**

## BSB50311 Diploma of Customer Contact

### Modification History

Release	Comments
Release 3	<p>This version first released with BSB07 Business Training Package Version 8.1</p> <p>BSBHRM402A Recruit, select and induct staff replaced with BSBHRM405A Support the recruitment, selection and induction of staff.</p>
Release 2	<p>New release of this Qualification with <i>BSB07 Business Services Training Package version 7.0</i>.</p> <p>BSBOHS elective unit updated with the BSBWHS unit and imported elective units updated with the most current equivalent.</p>
Release 1	<p>This version first released with <i>BSB07 Business Training Package version 6.0</i>.</p> <p>Replaces BSB50307 Diploma of Customer Contact.</p>

## Description

This qualification reflects the role of individuals who typically manage complex multi-channel customer interactions; including tending to the training needs of others and promoting continuous process improvements, often in the capacity of a manager and with full authority to delegate.

Duties at this level may include all or some of the following functions: developing policy; making decisions and applying targets, such as KPIs; developing or contributing to organisational strategy; building capability and capacity within an organisation; coaching staff and handling complaints; scheduling and organising; interrogating systems; and building data capture processes.

Candidates undertaking this qualification require sound relationship management skills.

They may provide technical advice and support to a team.

### Job roles

Possible job roles relevant to this qualification include:

- contact centre manager
- customer contact segment manager
- quality assurance officer
- customer contact coach
- analyst
- scheduler
- complex enquiry customer contact manager.

## Pathways Information

### Pathways into the qualification

Preferred pathway for candidates considering this qualification include:

- BSB40312 Certificate IV in Customer Contact or other relevant qualifications
- vocational experience assisting in a range of support roles without a formal business qualification.

### Pathways from the qualification

- BSB60407 Advanced Diploma of Management or a range of other Advanced Diploma qualifications.

## **Licensing/Regulatory Information**

There is no direct link between this qualification and licensing, legislative and/or regulatory requirements.

## **Entry Requirements**

There are no entry requirements for this qualification.

## Employability Skills Summary

*The following table contains a summary of the employability skills required by industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.*

Employability skill	Industry/enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none"><li>transferring information centre's operational plans, goals, new products and services to team and project members</li><li>reading and interpreting a range of reports and information</li><li>writing team and project plans, documents and reports</li></ul>
Teamwork	<ul style="list-style-type: none"><li>developing a team culture and identity</li><li>managing a team and applying knowledge of one's own role to achieve team goals</li><li>working with diverse persons and groups</li></ul>
Problem-solving	<ul style="list-style-type: none"><li>analysing information and reports</li><li>dealing with complex customer complaints and escalations</li><li>working through alternatives and improvements</li></ul>
Initiative and enterprise	<ul style="list-style-type: none"><li>contributing to suggestions for improvements to products, services and processes</li><li>supporting operational plans and organisational goals</li></ul>
Planning and organising	<ul style="list-style-type: none"><li>developing team plans</li><li>managing learning and development plans for team members</li><li>planning team resources, targets and performance levels</li></ul>
Self-management	<ul style="list-style-type: none"><li>managing own performance and motivating others</li><li>managing own time and work priorities</li><li>managing stress in the workplace</li></ul>
Learning	<ul style="list-style-type: none"><li>learning new ideas, skills and techniques</li><li>providing appropriate information on systems, products and services to team members</li></ul>
Technology	<ul style="list-style-type: none"><li>using electronic communication devices and processes to support team management, i.e. internet, intranet, telephony equipment, software packages, enterprise systems and email</li><li>using technology to assist the manipulation of information and to maximise performance</li></ul>

## Packaging Rules

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**Total number of units = 10**

**3 core units** plus

**7 elective units** of which:

- 2 units must be from Group A elective units below
- the remaining 5 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
- up to 2 units may be from a Certificate IV 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

BSBCCO504A Integrate customer contact operations in the organisation

BSBLED501A Develop a workplace learning environment

BSBMGT516C Facilitate continuous improvement

#### Elective units

##### Group A

BSBAUD501B Initiate a quality audit

BSBCCO501B Develop business continuity strategy

BSBCCO502A Establish a multicentre

BSBCCO503A Manage data interrogation

BSBCCO601B Optimise customer contact operations

BSBCCO602B Manage customer contact information

BSBCCO603B Design and launch new customer contact facilities

BSBCCO604B Develop and maintain a service level strategy

BSBCCO605B Develop and maintain a customer contact marketing strategy

BSBCCO606B Forecast and plan using customer contact traffic information analysis

BSBCCO607B Manage customer contact centre staffing

BSBCCO608B Manage customer contact operational costs

BSBCUS501C Manage quality customer service

BSBSLS501A Develop a sales plan

BSBSLS502A Lead and manage a sales team

##### Group B

BSBCCO403A Schedule customer contact activity

BSBCCO407A Administer customer contact technology

BSBCOM501B Identify and interpret compliance requirements

BSBCOM502B Evaluate and review compliance

BSBCOM503B Develop processes for the management of breaches in compliance requirements

BSBCOM601B Research compliance requirements and issues

BSBCOM602B Develop and create compliance requirements  
BSBCOM603C Plan and establish compliance management systems  
BSBDIV601A Develop and implement diversity policy  
BSBHRM405A Support the recruitment, selection and induction of staff  
BSBHRM503B Manage performance management systems  
BSBHRM604A Manage employee relations  
BSBINM501A Manage an information or knowledge management system  
BSBINN502A Build and sustain an innovative work environment  
BSBITA601A Configure and optimise customer contact technology  
BSBLED502A Manage programs that promote personal effectiveness  
BSBLED701A Lead personal and strategic transformation  
BSBMGT605B Provide leadership across the organisation  
BSBMGT615A Contribute to organisation development  
BSBMGT618A Develop a contact centre business plan  
BSBMKG610A Develop, implement and monitor a marketing campaign  
BSBWHS501A Ensure a safe workplace  
BSBPUB504A Develop and implement crisis management plans  
BSBRISK501B Manage risk  
BSBSUS501A Develop workplace policy and procedures for sustainability  
BSBWOR403A Manage stress in the workplace  
BSBWOR502B Ensure team effectiveness