



Australian Government

BSBCUE204 Collect data

Release: 1

BSBCUE204 Collect data

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 collect primary data for market research and opinion poll research activities by telephone or similar means within organisational guidelines.

It applies to individuals who perform a range of mainly routine tasks, using limited practical skills and fundamental operational knowledge and who work under some supervision and guidance.

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 Prepare for data collection	1.1 Study and clarify survey questions and engagement guide 1.2 Discuss operational boundaries and fulfilment processes with relevant personnel 1.3 Develop an understanding of relevant legislation, codes, regulations and standards that apply to engagement 1.4 Develop proficiency using the technology in place 1.5 Identify source of engagement targets 1.6 Review and develop a clear understanding of the engagement strategy

ELEMENT	PERFORMANCE CRITERIA
2 Conduct data collection	2.1 Make engagements in most efficient manner possible, following engagement guide within operational boundaries 2.2 Establish customer availability and willingness to participate in research 2.3 Inform customer of survey details, purpose and approximate time survey will take 2.4 Record customer responses 2.5 Answer customer queries or refer or escalate appropriately 2.6 Observe relevant codes and regulations throughout engagement
3 Record results	3.1 Record outcomes and present results according to policy 3.2 Record, report and action difficulties encountered according to policy 3.3 Assess and analyse performance against agreed targets 3.4 Amend database where applicable

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	1.1, 1.3, 1.5, 1.6	Recognises and interprets information from relevant sources to determine organisational expectations and legal requirements
Writing	2.1, 2.2, 2.4, 3.1, 3.2, 3.4	Uses clear, specific and industry-related terminology to complete and update workplace documentation
Oral Communication	1.1, 1.2, 2.1-2.3, 2.5	- Articulates requirements clearly using specific and relevant language suitable to audience - Uses appropriate tone, pace, and listening and questioning techniques to confirm understanding
Navigate the world of work	1.3, 2.1, 2.6, 3.2	- Recognises organisational expectations and follows explicit protocols and procedures - Complies with legal and regulatory requirements in data collection tasks

Interact with others	2.1-2.3, 2.5, 2.6	Follows instructions regarding what and how to communicate, following predetermined script
Get the work done	1.4-1.6, 2.1, 2.2, 2.4-2.6, 3.3, 3.4	- Plans and implements routine data-collection tasks with familiar goals and outcomes, taking some limited responsibility for decisions regarding sequencing, timing and need to refer to higher authority as required - Analyses performance to decide if targets are being met - Understands the purposes, specific functions and key features of common digital systems and tools and operates them effectively to complete data collection tasks

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBCUE204 Collect data	BSBCCO204A Collect data	Updated to meet Standards for Training Packages Code changed to reflect industry practice	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for BSBCUE204 Collect data

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Performance Evidence

Evidence of the ability to:

- use prepared scripts and guides to engage customers and collect data in compliance with organisational policy, industry codes and standards, and regulatory and legal requirements
- use digital systems and tools effectively and efficiently to record data and maintain databases
- present results and analyse performance against established targets.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- describe data-collection techniques
- identify enterprise policies, procedures and guidelines for customer engagement and data collection
- identify relevant legal and regulatory requirements for data collection
- identify relevant standards for data collection
- explain operational systems and technology employed in data collection.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the stakeholder relations – customer engagement field of work and include access to:

- information and telecommunications equipment
- workplace information and data
- relevant standards and guidelines
- performance management and quality assurance documentation and records
- call/engagement guides.

Assessors must satisfy NVR/AQTF assessor requirements.

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