



Australian Government

BSBCUE307 Work effectively in customer engagement

Release: 1

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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 conduct customer engagement operations. It requires an understanding of organisational requirements, expectations, policies and procedures.

It applies to individuals who apply a broad range of competencies in a varied work context, using some discretion and judgement and relevant theoretical knowledge, and who may provide technical advice and support to a team. This work is undertaken with 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 Identify requirements of customer engagement role	1.1 Identify specific customer engagement operations and relate these in industry-wide context 1.2 Identify role of customer engagement in relation to the organisation 1.3 Identify personal customer engagement role and operations 1.4 Relate personal operations to organisation's customer engagement objectives 1.5 Identify major components of customer engagement infrastructure

ELEMENT	PERFORMANCE CRITERIA
	1.6 Relate personal operations to customer engagement infrastructure
2 Manage personal performance	2.1 Use available resources, systems and support effectively 2.2 Identify key performance indicators (KPIs) and comply with organisational processes and reporting protocols, policies and procedures 2.3 Comply with organisational, regulatory and legislative requirements 2.4 Identify personal performance requirements and expectations and adopt strategies to achieve them 2.5 Identify and participate in performance management and development processes
3 Maintain a professional approach to employment	3.1 Display a positive and ethical approach to employment and role 3.2 Identify realistic short- and long-term career objectives 3.3 Relate personal capabilities to current role and career objectives 3.4 Identify strategies for projecting a professional image in current role 3.5 Contribute to promotion of the organisation and its staff, to customers
4 Participate in a workplace team	4.1 Identify team member roles and team structure and interact cooperatively with team members 4.2 Recognise, acknowledge and contribute to formation and achievement of team objectives 4.3 Recognise and respond positively to conflict within team 4.4 Provide feedback to enhance team performance

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
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Reading	2.2-2.5	Identifies and evaluates texts of varying complexity to determine relevant legislative, regulatory and organisational requirements, and interprets performance management and development information
Oral Communication	2.5, 3.5, 4.2, 4.3	- Engages with others using clear articulation and appropriate language, tone and pace suitable to audience and environment - Exchanges information through listening and questioning
Navigate the world of work	1.1-1.6, 2.1-2.5, 3.1-3.5	- Understands nature and purpose of own role and associated responsibilities and how it contributes to organisational goals and outcomes, - Complies with explicit protocols, policies and procedures and legal and regulatory requirements relevant to own role and work context - Assesses skills used in current role and analyses how they may assist achievement of longer-term goals - Uses organisational support and development opportunities to increase skill range and improve performance
Interact with others	4.1-4.4	- Cooperates with team members and contributes to achievement of joint outcomes - Uses a range of strategies to build connections and rapport with team members including provision of feedback and taking a constructive approach to resolution of conflicts of opinion
Get the work done	2.1, 2.4, 3.4, 3.5, 4.2-4.4	- Plans approach to work role and associated tasks and responsibilities accepting stated goals and aiming to achieve them efficiently - Analyses own attitudes and presentation and uses them to achieve professional performance in a team - Recognises value of conflict resolution and feedback to achieve continuous improvement within team and work context

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBCUE307 Work effectively in	BSBCCO307A Work effectively in	Updated to meet Standards for	Equivalent unit

Code and title current version	Code and title previous version	Comments	Equivalence status
customer engagement	customer contact	Training Packages Name changed to reflect industry practice	

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 BSBCUE307 Work effectively in customer engagement

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Performance Evidence

Evidence of the ability to:

- achieve identified KPIs in a customer engagement role in compliance with organisational processes, policies and procedures
- develop and maintain a professional approach to own role and responsibilities
- participate effectively in team-based operations, contributing to establishment of objectives and achievement of outcomes.

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 customer base, company products and services
- explain performance indicator requirements and performance management outcomes
- explain industry-specific regulatory and legislative requirements in relation to customer engagement
- outline operational systems used within scope of own role and scope of customer engagement operations and key relationships
- outline organisational mission and business goals.

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:

- relevant information, such as organisational policies, standard operating procedures and guidelines, performance management guidelines, role position descriptions and organisational charts

- peer and line manager feedback in a contact centre environment to observe performance.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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