



**Australian Government**

# **BSBCUE309 Develop product and service knowledge for customer engagement operation**

**Release: 1**

## BSBCUE309 Develop product and service knowledge for customer engagement operation

### 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 knowledge of products and services in preparation for customer engagement in an inbound or outbound customer engagement activity.

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 Acquire knowledge of products and services in a specified area | 1.1 Identify information sources on products and services in a specified area and evaluate them for reliability and validity<br>1.2 Identify purpose and use of products and services<br>1.3 Identify and evaluate key features of products and services<br>1.4 Identify and evaluate strengths and weaknesses of products and services<br>1.5 List relevant product and service support details |

| ELEMENT                                                                         | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                 |
|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2 Evaluate full range of products and services in a designated area of business | 2.1 Use a range of information sources to identify range of products and services in a designated area of business<br>2.2 Compare features, benefits, strengths and weaknesses of range of products and services available<br>2.3 Establish relative standing of organisation's products and services with alternatives, to communicate differences to buyer or user |
| 3 Convert product and service knowledge into benefits                           | 3.1 Identify features of products and services with potential buyer or user appeal<br>3.2 Present relevant features of products and services as benefits to stakeholder<br>3.3 Present benefits of products and services within context of organisational requirements and legislation                                                                               |

## 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                    | 1.1-1.4, 3.1                 | <ul style="list-style-type: none"> <li>Sources and evaluates a range of texts to compare and contrast product and service information and identify key details for consumer consideration</li> </ul>                     |
| Writing                    | 1.1, 1.5, 2.2, 2.3, 3.2, 3.3 | <ul style="list-style-type: none"> <li>Prepares detailed and factual product and service information to inform job role</li> <li>Adjusts information to assist sales strategy and consumer decision-making</li> </ul>    |
| Oral Communication         | 3.2, 3.3                     | <ul style="list-style-type: none"> <li>Selects and uses clear and persuasive language when conveying information to a specific audience</li> </ul>                                                                       |
| Numeracy                   | 1.1, 1.4, 3.1                | <ul style="list-style-type: none"> <li>Recognises and extracts numeric data to determine key information according to internal and stakeholder requirements</li> </ul>                                                   |
| Navigate the world of work | 1.1-1.4, 3.3                 | <ul style="list-style-type: none"> <li>Develops product and service knowledge related to role</li> <li>Recognises and follows explicit and implicit protocols and legal requirements in relation to marketing</li> </ul> |

|                   |                             |                                                                                                                                                                                                                                                                                                  |
|-------------------|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                   |                             | products and services                                                                                                                                                                                                                                                                            |
| Get the work done | 1.1-1.4, 2.1-2.3<br>3.1-3.3 | <ul style="list-style-type: none"> <li>Uses systematic, analytical processes, setting goals, gathering relevant information, and identifying and evaluating options against agreed criteria when acquiring and evaluating product and service knowledge and converting it to benefits</li> </ul> |

## Unit Mapping Information

| Code and title<br>current version                                                    | Code and title<br>previous version                                                 | Comments                                                                                                | Equivalence status |
|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|--------------------|
| BSBCUE309<br>Develop product and service knowledge for customer engagement operation | BSBCCO309A<br>Develop product and service knowledge for customer contact operation | <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>

## Assessment Requirements for BSBCUE309 Develop product and service knowledge for customer engagement operation

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### Performance Evidence

Evidence of the ability to:

- use a range of sources to identify key features and benefits of products and services within area of business
- prepare information for customer engagement in compliance with legal and organisational requirements.

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 features, benefits, strengths and weaknesses of a range products or services available in the organisation
- outline organisational policies and procedures relevant to customer engagement activities
- identify processes used to describe products or services
- describe ethical principles and key provisions of relevant legislation, codes of practice and national standards affecting customer engagement operations.

### 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 legislation, codes of practice and national standards
- information sources about an organisation's products, services or ideas
- office equipment and resources.

Assessors must satisfy NVR/AQTF assessor requirements.

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