



Australian Government

BSBCUE602 Manage customer engagement information

Release: 1

BSBCUE602 Manage customer engagement information

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 manage customer engagement information and the management information systems (MIS) used in a customer engagement environment.

It applies to individuals who analyse, design and execute judgements using wide-ranging technical, creative, conceptual or managerial competencies and who are often accountable for group outcomes.

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 Select and set activity and transaction records and measurements	1.1 Analyse business plan and budget to identify relevant business information needs 1.2 Identify possible contact pathways 1.3 Identify measurement methods and MIS used in each step in engagement pathway 1.4 Configure information systems to capture required measurements 1.5 Develop and implement testing procedures for transaction and call/engagement pathway measurements

ELEMENT	PERFORMANCE CRITERIA
2 Collect data	2.1 Identify data collection methods in information technology systems used 2.2 Monitor quantitative and qualitative data collection to ensure accuracy 2.3 Ensure data collection is segmented or sorted as required and provides the correct levels of information
3 Analyse MIS resulting from customer contact activities	3.1 Identify call/engagement traffic and transaction patterns and other trends and activities 3.2 Apply correct data analysis methodologies 3.3 Accurately interpret data
4 Prepare and present information	4.1 Identify stakeholders for engagement centre information 4.2 Tailor engagement centre information presentations for each stakeholder as appropriate 4.3 Present both short- and long-term engagement centre information system reports as required

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, 1.2, 2.1, 2.3, 3.2, 3.3	- Recognises and interprets textual information to establish processes and confirm understanding - Identifies, analyses and evaluates complex textual information to accurately test data
Writing	4.3	Prepares information which incorporates specialised language in a format and style appropriate to a specific audience
Oral Communication	4.2	- Presents information to a range of audiences using appropriate structure and language - Uses questioning and active listening to clarify or confirm understanding
Numeracy	1.1, 1.3, 2.1, 2.2, 2.3, 3.1, 3.2, 3.3	Extracts, evaluates and compares numerical information

		Applies mathematical methodologies and calculations to analyse, test and interpret data
Navigate the world of work	1.1	Considers own role in terms of its contribution to broader goals of the work environment
Interact with others	4.2-4.3	Demonstrates an understanding of what to communicate, with whom and how when presenting information to stakeholders
Get the work done	1.1-1.5, 2.1-2.3, 3.1, 4.1	- Sequences and schedules complex activities, monitors implementation and manages relevant communication - Systematically analyses data and information to identify and evaluate alternative strategies and resources and decide on appropriate options - Uses digital tools to access, analyse and organise complex data

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBCUE602 Manage customer engagement information	BSBCCO602B Manage customer contact information	Updated to meet Standards for Training Packages Name 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 BSBCUE602 Manage customer engagement information

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Performance Evidence

Evidence of the ability to:

- analyse the call centre business plan and budget
- monitor and optimise customer contact information using a management information system
- select and set activity and transaction records and measurements and develop testing procedures
- monitor qualitative and quantitative data against the organisational standards to ensure it is accurate and correctly segmented or sorted
- analyse and interpret data for trends and patterns
- prepare and present both short-term and long-term call centre data to stakeholders
- develop, use, analyse and manage information systems to provide reliable and appropriate information and reporting to support the effective operation of a customer contact environment.

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:

- demonstrate knowledge of organisational call and other contact traffic management information systems
- describe organisational budgetary requirements and principles
- explain the organisational business plans and objectives
- explain methods of collecting reliable information and data and commonly encountered problems, and strategies for overcoming such problems
- explain organisational models and structures for managing customer contact information and the roles of key people

- outline principles of electronic information management and methods of reporting information
- explain organisational reporting requirements and methodology.

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:

- a management information system
- information and databases for analysis activities
- call centre guidelines and standards
- call centre business plan and budget
- stakeholder feedback
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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