



Australian Government

BSBCUE603 Design and launch new customer engagement facilities

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 design and establish new customer engagement facilities and substantial enhancement of existing centres.

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 Identify design elements	1.1 Analyse role and business needs of proposed customer contact facility 1.2 Define general characteristics of customer contact facility 1.3 Identify design elements to meet business needs 1.4 Confirm analysis with stakeholders
2 Develop detailed specifications	2.1 Review facility design principles to confirm appropriateness of design 2.2 Delegate facility design elements to appropriately experienced specialist/s for detailed specification

ELEMENT	PERFORMANCE CRITERIA
	2.3 Benchmark facility design against world-class standards to demonstrate appropriateness of specifications 2.4 Confirm design specifications with stakeholders
3 Evaluate resources	3.1 Identify budgetary limits for facility 3.2 Identify suitable resources available from organisation's preferred suppliers 3.3 Identify suitable alternative resources and suppliers for each design aspect 3.4 Conduct comparative analysis of each alternative 3.5 Recommend resources for each design aspect
4 Integrate design components	4.1 Prepare viable project management plan for the integration of new facility resources 4.2 Use project management tools throughout the integration process 4.3 Prepare contingency plans to meet all reasonable costs 4.4 Develop effective testing procedures and plans for all resources 4.5 Maintain vigilance over budget, quality of supplied resources, and quality of work 4.6 Communicate progress and concerns arising to senior management in a timely way
5 Launch customer contact facility	5.1 Prepare viable project management plan for the launch of the new customer contact facility 5.2 Use project management tools throughout launch process 5.3 Communicate launch parameters to relevant stakeholders 5.4 Establish pre-launch operational test procedures and launch plans 5.5 Supervise launch to completion according to plans and contingencies 5.6 Review launch and debrief with stakeholders to plan follow-up actions

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, 2.1, 3.2, 3.3	Recognises and evaluates complex texts to determine key information according to stakeholder requirements
Writing	1.2, 2.3, 3.4, 3.5, 4.1, 4.4, 5.1, 5.4, 5.6	- Prepares information which incorporates specialised language in a designated format and style appropriate to a specific audience - Prepares specific information which conveys an understanding of outcomes and alternatives and uses terminology appropriate to present to relevant personnel
Oral Communication	2.2, 2.4, 4.6, 5.3, 5.5, 5.6	- Presents information to a range of audiences using appropriate structure and language - Uses questioning and active listening to clarify or confirm understanding
Numeracy	1.2, 1.3, 2.1, 3.1, 3.2, 3.4, 4.1, 4.2, 4.3, 4.4, 4.5, 5.1	- Extracts, evaluates and compares numerical information - Applies mathematical methodologies and calculations to analyse, test and interpret data and draw conclusions
Interact with others	1.4, 2.4, 4.6, 5.6	Demonstrates an understanding of what to communicate, with whom and how, in relation to stakeholders and senior management
Get the work done	1.1-1.3, 2.1-2.3, 3.1-3.5, 4.1-4.6, 5.1-5.6	- Develops plans for complex, high-impact projects with strategic implications and specific timeframes that involve a diverse range of stakeholders with potentially competing demands - Uses systematic, analytical processes for planning and managing complex activities, setting goals, gathering relevant information, and identifying and evaluating options against agreed criteria - Uses analytical processes to decide on a course of action, establishing criteria for deciding between options - Recognises the potential of new approaches to enhance work practices and outcomes - 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
BSBCUE603 Design and launch new customer engagement facilities	BSBCCO603B Design and launch new customer contact facilities	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>