



Australian Government

Assessment Requirements for BSBCUE605

Develop and maintain a customer engagement marketing strategy

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.

Performance Evidence

Evidence of the ability to:

- apply marketing principles to customer engagement performance
- develop and maintain a marketing database system, including contingency planning
- develop customer service and retention strategies and integrate them into operating objectives and strategies
- communicate with stakeholders to promote the call centre, achieve consensus on sales and marketing principles, identify sales and services reporting criteria and report on performance and activity
- analyse and report on performance within a customer engagement 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:

- identify engagement centre information systems and the types of data and information available from these systems
- explain contingency-planning principles
- outline customer retention strategies and industry and marketplace/competitor marketing strategies
- describe information technology options and functionality within the customer engagement centre environment
- identify process review and documentation processes
- outline sales and marketing principles
- outline the use and development of databases.

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 databases for analysis activities
- relevant legislation, regulations, standards and guidelines
- stakeholder feedback and sales and customer activity results to analyse
- performance and target data
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

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