Certificate III in Customer Engagement

DELIVER REWARDING CUSTOMER SERVICE THROUGH QUALITY CUSTOMER ENGAGEMENT
About This Course

Certificate III in Customer Engagement addresses the skills needed in customer contact roles in the growing call centre industry. These include skills to deliver a rewarding customer service experience, and the ability to manage priorities and workplace challenges. You will gain a solid understanding of call centre systems and culture, and have a range of electives to suit career goals.

The Certificate III in Customer Engagement will not only provide you with an enjoyable and informative learning experience but also a high level of professionalism and the ability to deliver a high quality service. Learn all about how to work effectively in this fast paced industry and the range of electives will allow you to obtain general business skills or those more specific to a contact centre.

Subject Choices

2 - 3 Electives are required (depending on subjects chosen)

- Work in Call Centres
- Critical Service Skills
- Understand Your Product Range
- Prioritising Work Responsibilities
- Essential Selling Skills (E)
- Contribute to Safety in Contact Centres (E)
- Write Business Documents (E)
- Build Client Relationships (E)
- Leadership - An Introduction (E)
- Outbound Customer Contact (E)
- Meetings and Business Travel (E)
- Delivering Help Desk Customer Satisfaction (E)
- Help Desk ICT Product Knowledge (E)
- Help Desk Operations (E)
- Mastering Your Help Desk Role (E)
- Participate in Networking Events (E)
Key Course Facts

Start Date: Start immediately
Duration: Complete within 8 months

Delivery Options: On-line/Correspondence
Group Training: Workshops available

Course Fees: $3,300 All materials provided at no extra cost

The course fees may vary if you are a trainee or if the state that you reside in has a subsidised training opportunity. Refer to the tables below.

New Entrant Traineeship Fees for this Qualification:

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School Based Traineeship Fees for this Qualification:

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Subsidised Training Options for this Qualification:

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$1,580

* NSW fees depend on previous qualification levels
** Subject to eligibility and availability at the time of enrolment
Entry Requirements

Reading and Writing Skills
The course is an online correspondence course so you need to have basic English reading and writing skills, or higher. As a guide - you should have completed Year 10 schooling, or have proven workplace written communication skills.

Spoken English Skills
Some components of this course have practical components where students will be required to demonstrate verbal communication skills as part of their assessments. Average English skills are necessary to complete these components successfully.

Computer and Internet

- Access to a Desktop Computer or Laptop
- Internet access with Internet Explorer 8+, Chrome or Firefox
- Microsoft Office 2010 Word and Subject specific Office products for chosen electives (ie Excel, Powerpoint, Publisher)

Help Desk Subjects - Relevant Work Role
If you are selecting the IT Help Desk elective subjects you must have a current role in this field.

Other

- Ability to study and conduct assessments in a safe environment
Subject Descriptions

Core Subjects:

Work in Call Centres
This subject covers the different types of call centres and the typical roles you would find in a call centre. It explains the use of metrics and KPIs used in the industry to measure the effectiveness of customer contact. It also provides the understanding of the features and use of key contact centre technology used to enhance customer service and meet organisational goals.

Unit(s):
BSBCUE301 - Use multiple information systems
BSBCUE307 - Work effectively in customer engagement

Critical Service Skills
Customer service is a key function in all job roles. This subject provides information and knowledge on identifying the customers needs and delivering good customer service. As well as covering practical service skills there is specific emphasis on customers with special needs, working in a culturally diverse workplace and effective complaint handling skills. In this subject you will also learn about typical procedures that businesses want applied to any complaints received, and how to best adapt your communication to the specific needs of the customer.

Unit(s):
BSBCUS301 - Deliver and monitor a service to customers
BSBCMM301 - Process customer complaints
BSBDIV301 - Work effectively with diversity

Understand Your Product Range
This subject focuses on the skills and knowledge required to develop knowledge of products and services in preparation for customer engagement in an inbound or outbound customer engagement role. This subject requires you to undertake product research and answer case studies to demonstrate these skills.

Unit(s):
BSBCUE309 - Develop product and service knowledge for customer engagement operation

Prioritising Work Responsibilities
Being able to organise personal work priorities is an essential job skill. Learn how to set and meet work priorities through time management and planning your work schedule. Skills to identify potential problems and prevent stress in the workplace are also covered. Also learn the importance of professional development activities.

Unit(s):
BSBWOR201 - Manage personal stress in the workplace
BSBWOR203 - Work effectively with others
BSBWOR301 - Organise personal work priorities and development

**Elective Subjects:** 2 - 3 Electives are required (depending on subjects chosen)

**Essential Selling Skills**

Essential sales skills include identifying the customers needs and the features of the product or service that will most benefit them. This requires good interpersonal and communication skills as well as the ability to be accurate when processing the sale. This subject covers these essential sales skills.

Unit(s):
BSBCUE304 - Provide sales solutions to customers
FNSSAM301 - Identify opportunities for cross-selling products and services

**Contribute to Safety in Contact Centres**

This subject covers the skills and knowledge required to work in a healthy and safe manner within a contact centre. You will learn to recognise hazards, the importance of safety signs and how to raise safety issues within a workplace. This is a great entry level subject to help you act and respond in a safe manner and it also covers how to respond to emergency incidents.

Unit(s):
BSBWH5201 - Contribute to health and safety of self and others

**Write Business Documents**

Learn to develop a good writing style for creating standard business documents such as letters, invoices, memos and emails. You will also get tips on reviewing, proof reading and editing documents, as well as how to safely save and store them. Practical activities ensure that you have the necessary skills to organise information, communicate with work colleagues and write clearly.

Unit(s):
BSBINM301 - Organise workplace information
BSBWRT301 - Write simple documents

**Build Client Relationships**

This subject has been structured to progressively develop the students skill and knowledge in the building, managing and maintaining of customer relationships to support business outcomes. This includes considering a range of client relationship strategies and also how use networking effectively.

Unit(s):
BSBREL402 - Build client relationships and business networks
BSBCUS402 - Address customer needs

**Leadership - An Introduction**

This subject gives students a grounding in leadership by giving an overview of the fundamentals, such as leadership styles, building trust, problem solving and delegating.
Outbound Customer Contact
Outbound Customer Contact subject will provide you with successful customer contact techniques including personal qualities for outbound contact. The importance of active listening, preparing for the call and identifying customer needs through questioning is key. It also details the legislation surrounding outbound customer contact.

Meetings and Business Travel
This subject provides the skills and knowledge required to organise effective meetings including the preparation and distribution of meeting related documents such as agendas and minutes. It also covers skills and knowledge required to organise business travel, including preparing travel related documentation and making travel bookings.

Delivering Help Desk Customer Satisfaction
Customer service soft skills such as active listening, questioning skills and rapport building are key to ensuring that you can correctly identify the issues faced by Help Desk customers and be equipped to understand and investigate their matter. This subject also involves analysis of Help Desk requests logged so that proactive steps can be taken. (This subject is an alternative for IT Help Desk staff to the core Customer Engagement and Service subject and includes the units of that subject).

Help Desk ICT Product Knowledge
This subject describes the skills and knowledge required to identify, research and apply industry specific ICT technologies to ensure that the quality of the entire business process is maintained at the highest level possible, and customers issues can be appropriately addressed. (This subject is an ICT Help Desk specific subject that replaces the general Product Knowledge subject and includes that unit).

Help Desk Operations
Learn the skills and knowledge required to remotely support the resolution of ICT technical enquiries. The skills addressed include the techniques to record, prioritise and escalate client support requests received by your IT Help Desk, and the effective use of multiple information systems to troubleshoot and record your actions. You need to be employed in a relevant role to undertake this subject.

Unit(s):
- BSBFLM303 - Contribute to effective workplace relationships
- BSBFLM312 - Contribute to team effectiveness
- BSBCEU303 - Conduct a telemarketing campaign
- BSBCEU308 - Conduct outbound customer engagement
- BSBADM405 - Organise meetings
- BSBADM406 - Organise business travel
- ICTICT209 - Interact with ICT clients
- ICTICT305 - Identify and use current industry specific technologies
- BSBCEU303 - Conduct a telemarketing campaign
- BSBCEU308 - Conduct outbound customer engagement
Mastering Your Help Desk Role

Learn how to investigate the technical support needed and provide advice to the customer on their software, hardware or network problem. This Help Desk subject also looks at the ways you can develop your first-level remote help desk support skills to offer the highest level of support possible. You need to be employed in a relevant role to undertake this subject.

Unit(s):
ICTSAS420 - Provide first-level remote help desk support

Participate in Networking Events

This is a practical subject that examines the skills and techniques needed to make business networking effective. It covers communication approaches when meeting new contacts; negotiating and problem solving; and how to maintain positive client relationships. You must attend a face to face networking event and actively participate in a social media network as part of the assessment requirements.

Unit(s):
BSBREL401 - Establish networks
Quality Training Provider
ACCM was one of the first private training Colleges to be given official RTO registration status. 21 years later we have helped over 2,000 employers and 25,000 students achieve their career goals and have been recognised as a state finalist on the NSW Training Awards.
We have a history of satisfied students and clients and repeat business. Our testimonials on our website are genuine and the type of feedback we receive daily. We are so confident that you will be pleased with the College service, that we guarantee it.

Speedy Paper-less Enrolment
Enrolment Applications are accepted 24/7 online. Be fully enrolled in your course in 7 minutes! For customised or employment based courses and traineeships contact us and we will send you a customised enrolment page by email.

Start Anytime - Immediate Enrolment
Within 30 minutes of being enrolled, your personal log-on details are emailed to you. This gives you access to course materials to commence your studies (via our on-line system WebClass).

Industry Expert Student Adviser
You will be allocated your own industry experienced Student Adviser. While they will personally manage your program; you will also benefit from the College team around them to provide expert assistance in all subject areas.

Prompt Results and Feedback
All assessments are promptly returned (via Webclass) with detailed feedback and encouragement. Our goal is to have them back to you in 2 weeks or less. In the meantime you can progress to your next subject.

Personal Contact for the Right Start
When you enrol your College Student Adviser will phone to welcome you to the course. Your Student Adviser will ensure that you understand the best way to progress in your course. They will also assist you with any questions you may have.
They will be in regular touch with you at the start of your course to offer motivation, support and guidance. For employment based enrolments they will also make contact with supervisors during this time to address any questions they may have.

Pro-active Learner Support
The support won’t stop! Contact from your College Student Adviser will continue every month, based on the level of help you need.
Of course, at any time you can call us to get help. Get immediate assistance over the phone and by email. If immediate assistance is unavailable for any reason, we will make sure a qualified Student Adviser is in contact with you no later than the next business day.

Quality Course Materials
Our step by step course materials have been written by industry experts specifically for the College. They will give you all of the relevant learner information you need to succeed in your course.
The resources simplify industry jargon and concepts, give you industry insight and understanding, and focus on current real world business practices.

Employer Progress Updates
For employment based enrolments all supervisors will be emailed a monthly progress report showing the status of all learners. We understand that its essential to keep you up to date.