Certificate IV in Customer Engagement

BSB40315

TAKE CUSTOMER ENGAGEMENT TO THE NEXT LEVEL OR BECOME A CONTACT CENTRE TEAM LEADER
About This Course

Certificate IV in Customer Engagement builds on your existing call centre experience and develops higher level customer engagement and workplace coaching skills specifically for a contact centre. Learn key skills in leadership, process improvement, operational planning or sales planning, from a wide elective choice that allows you to tailor the course to your needs.

Learn from the experience of our permanent staff of knowledgeable and experienced call centre professionals. The Certificate IV in Customer Engagement addresses the key skills to show that you have what it takes to step up in your centre. Use the flexibility of course electives to tailor the program to your specific career goals, whether that be to enter a team leader role, or to develop sales skills or study areas of interest.

Subject Choices

1 - 2 Electives are required (depending on subjects chosen)

- Co-ordinate Customer Service Delivery
- Keeping Your Work Team Safe
- Team Coaching
- Work in Call Centres (E)
- Leadership Skills (E)
- Prioritising to Achieve Team Goals (E)
- Build Client Relationships (E)
- Team Effectiveness (E)
- Implement Operational Plans (E)
- Quality Management Principles (E)
- Meetings and Business Travel (E)
- Sales Planning (E)
- Marketing Promotions (E)
- Participate in Networking Events (E)
- Implement Sustainability (E)
Key Course Facts

Start Date:  
Start immediately

Duration:  
Complete within 12 months

Delivery Options:  
On-line/Correspondence

Group Training:  
Workshops available

Course Fees: $4,400  
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.

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<th>New Entrant Traineeship Fees for this Qualification:</th>
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Existing Worker 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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* 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 average English reading and writing skills, or higher. As a guide - you should have completed Year 12 schooling, or have sound 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.

Numeracy Skills
Numeracy skills are only required to a basic level e.g. calculations with calculators.

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 (e.g. Excel, Powerpoint, Publisher)

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

Core Subjects:

Co-ordinate Customer Service Delivery
Providing good service to your internal and external customers is a critical responsibility for senior staff, team leaders and managers. Learn how to identify the key aspects of service delivery important to your customers, and the customer service system needed to achieve your service standards.

Unit(s):
BSBCUS401 - Coordinate implementation of customer service strategies
BSBCUS403 - Implement customer service standards

Keeping Your Work Team Safe
Supervisors and team leaders have strict legal obligations under safety legislation. Learn what these are, as well as the practical skills to identify, risk assess and resolve safety concerns. This subject also teaches how to better understand safety statistics and identify factors that can reduce injuries, and ensure the business is productive and profitable.

Unit(s):
BSBWHS401 - Implement and monitor WHS policies, procedures and programs to meet legislative requirements

Team Coaching
Learn and practice the skills and knowledge required to develop and facilitate workplace training and on-the-job coaching. Learn the starting point to analyse the training needs of an organisation; develop a learning plan and coaching plan; and evaluate training effectiveness.

Unit(s):
BSBLED401 - Develop teams and individuals

Elective Subjects: 1 - 2 Electives are required (depending on subjects chosen)

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
Leadership Skills

This subject is specifically designed to lay a strong leadership foundation for learners. Focusing on key leadership elements such as communication, organisational behaviour, being a role model, problem solving, delivering feedback and effective decision making, this subject is perfect for anyone looking to build or enhance their leadership skills.

Unit(s):
- BSBMGT401 - Show leadership in the workplace
- BSBLDR401 - Communicate effectively as a workplace leader
- BSBMGT405 - Provide personal leadership

Prioritising to Achieve Team Goals

Achieving goals is at the heart of leadership success. You will learn how to set effective targets and priorities to maximise your productivity and results. This subject covers how to assess urgency and priorities, plan work schedules, monitor individual and team performance and set professional development goals.

Unit(s):
- BSBWOR403 - Manage stress in the workplace
- BSBWOR404 - Develop work priorities

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 to use networking effectively.

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

Team Effectiveness

Teams need sound leadership to prosper. This important subject breaks down the art of leading effective teams into the key elements of inspiring trust, effective communication, setting targets and building relationships. Special attention is given to teaching leaders how to successfully manage both individual and team conflict and improve team performance.

Unit(s):
- BSBLDR402 - Lead effective workplace relationships
- BSBLDR403 - Lead team effectiveness

Implement Operational Plans

This subject covers concepts of operational plans and how to implement the key concepts for planning and budgeting for business. Also covered in this subject are techniques for investigating and actioning problems, working with teams to implement operational plans, HR issues and rostering.

Unit(s):
- BSBINM401 - Implement workplace information system
BSBMGT402 - Implement operational plan

**Quality Management Principles**

Total Quality Management (TQM) teaches you how to plan for the implementation of continual improvement to organisational processes and products. The end result of which is to meet and exceed customer need. This subject covers both the theoretical and practical things you can do to achieve a competitive advantage, foster a culture where all employees strive to improve and output is maximised. Also covered are measuring customer and stakeholder feedback, the use of interviewing, surveys and consultation along with problem solving, change management and mentoring and coaching.

Unit(s):

BSBMGT403 - Implement continuous improvement

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**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.

Unit(s):

BSBADM405 - Organise meetings

BSBADM406 - Organise business travel

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**Sales Planning**

This subject takes you through developing sales plans, budgets and KPIs, as well as achieving sales budget requirements, understanding sales management techniques, promotional activities and working with teams to implement sales plans. It includes topics such as team consultation, team motivation and mentoring as well as cost consciousness.

Unit(s):

BSBSLS501 - Develop a sales plan

FNSSAM402 - Implement a sales plan

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**Marketing Promotions**

This subject covers market segmentation, marketing messages and the promotional mix. Students prepare a marketing plan for 2 different market segments which involves designing a specific promotional activity as well as evaluating the proposal. Spam laws and important consumer laws are covered to ensure relevant laws are addressed in your marketing efforts.

Unit(s):

BSBMMKG413 - Promote products and services

BSBMMKG414 - Undertake marketing activities

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**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):
Implement Sustainability

Significant cost savings can be made by managing workplace technology in a sustainable way. This subject looks at ways to cost equipment replacement, consumables and maintenance, and how to apply "green" practices that benefit the business as well as the environment.

Unit(s):

BSBADM409 - Coordinate business resources
BSBSUS401 - Implement and monitor environmentally sustainable work practices
Service Guarantees

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.