BSB50315 Diploma of Customer Engagement

Qualification Outline

Online

Contents

The purpose of this document is to provide a robust platform for the delivery and assessment of the BSB50315 Diploma of Customer Engagement completed wholly online.

This is your training and assessment plan.

BSB50315 Diploma of Customer Engagement

About WISE EDUCATION GROUP	Wise Education is a national RTO delivering work based qualifications in partnership with local and national clients. We have been delivering in various sectors for over 7 years and hold a strong portfolio of participants.

Our products offerings include qualifications in the following industry sectors:

- Business
- Business Administration
- Sales
- Customer Engagement
- Work Health & Safety
- Hospitality
- Management
- Warehouse Operations
- Aged Care
- Child Care
- Disability Services
- Employment Services
- Education Support
- Volunteering Services
- Retail
- Record Keeping
- Marketing & Advertising
- Small Business Management
- Franchising
- Tourism & Events
- Accounting & Bookkeeping
- Project Management

As a Registered Training Organisation:

* We provide flexible work based solutions for employers and staff
* Have a strong team of trainers expertise
* Have demonstrated knowledge in developing concepts for training regimes that reflect the industry needs
* Have a strong account management structure
* Have a sound internal working management system that ensures we commit to our promise
* Have a culture that is built entirely on customer care
* Have a Work Placement Scheme that supports most qualifications

	* Have logbooks that record your work placement activities and supports your practical learning * Have available webinars which can be undertaken at any time as a recorded session or Live led by your trainer
The Need	**General:** More and more Australians realise in order to be considered for a professional job you need to have formal qualifications in order to be competitive. The BSB50315 Diploma of Customer Engagement is ideal for participants seeking a professional advantage in pursuing customer service manager roles, or requiring further development in a current role. In today's market often a business is provided with an edge simply by the level of staff they employ and develop. It is critical to all businesses that their leaders have sound knowledge on how to effectively manage staff as well as the coordination skills. **From an industry perspective:** When recruiting into any role within an organisation, employers not only look for the most appropriate skills and knowledge, they also look for formal recognition of this via formal qualifications. Many roles today are advertised with minimum requirements and often this will list expectations of qualification and level. **From potential participants' perspective:** Staff irrespective of the industry they are in, require training in order to undertake their roles effectively. They require internal on the job training and monitoring with the view of a training plan so they can also determine their job readiness. Staffs also are looking to have these skills form part of a nationally recognised qualification so they can demonstrate their sound industry knowledge by way of an industry specific qualification. This strengthens their personal resume and provides a platform for determining their career path.
Target Market	This qualification reflects the role of individuals with substantial experience in arrange of settings who are seeking to further develop their skills across a wide range of business and customer care functions. This qualification is also suited to the needs of individuals with vocational experience, and possess theoretical business skills and knowledge that they would like to develop in order to create further educational and employment opportunities. Job roles and titles may include: * contact centre manager * customer engagement segment manager * quality assurance officer * customer engagement coach * analyst * scheduler * complex enquiry customer engagement manager Individuals with this qualification are able to perform roles, such as: * Applying solutions to a defined range of unpredictable problems * Analyse and evaluate information from a variety of sources

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	• Plan, carry out and evaluate their own work and/or the work of others
Entry requirements	Training Package: No entry requirements specified
	Wise Education Requirements: Participants must be able to fulfil the following specific requirements:
	• Be working in full time or part time capacity • Pay your student qualification fee • Complete an enrolment form • Complete a language, literacy and numeracy test as part of the enrolment form • The enrolment form will be emailed and you must save it locally on your computer prior to completing the forms. They can be completed and filled in electronically or you can post directly to: **Wise Education Group** **PO Box 6252 Alexandria NSW 2015** • You will also be provided with a copy of the Qualification Outline and Participant Handbook.
Outcomes	This program has been designed to equip participants (see target market) with the skills and experience required to work within the roles mentioned. They will obtain the following skills and knowledge:
	• managing complex multi-channel customer interactions • tending to the training needs of others • promoting continuous improvement process • delegation to team members • Excellent negotiation and writing skills • Using electronic communication devices and processes • Manage time effectively and deal with contingencies • Effective interpersonal skills to build sound relationships • Decision making and applying targets • Development and contribution to organisational strategy • Building capability and capacity within the organisation • Coached staff • Handled complaints • Schedules and organisation across business • Systems analysis • Data capture processes • Appropriately skilled team members • Workplace change and innovation • Planned training needs and induction programs
Program overview	The delivery and assessment of this program is completely online. All modules are allocated to the Learning Management System under the grouping of Diploma. Participants will be allocated a maximum of 2 units of competency at a time.
Delivery and Assessment	The theory components are the first part of the online experience. You will undertake each of your modules allowing up to 8 hours completing the module and at least 4 hours for assessment completion. The learning module and assessment can be carried out

over time and we recommend scheduling at least one module with assessment per month.

At the conclusion of the module you will complete your assessment in a writable pdf document. Refer to the assessment section for instructions.

The modules are made up of 2 components:

- Learning Content
- The quiz, which are your assessment questions combined with My Project which are both free form text assessment.
- You will also need to substantiate your assessment with responses to case studies or scenarios that have a workplace context

You will flow to each component as you complete each section.

Duration	This program is a self-paced program and the only requirement is it is completed within a 12 month period. You will be allocated with 2 module and assessments at a time. Your Trainer/Assessor will monitor the completion of your assessments and mark these within 5 working days. You will receive an email notification of your competency. Once you have been deemed competent your Assessor will allocate the next unit for completion.
Pre requisites	There are no unit level pre requisites that participants must complete to enter this program.
Packaging	To complete this qualification participants must complete a total of 10 units of competency comprising: 3 core units and 7 elective units which may be taken from the list below.
Units	Wise Education Group is able to deliver and assess the following units of competency. Units of competency will be selected to create a specialisation that is specific to the client.

Unit Code	Unit Title	Core/ Elective
BSBCUE504	Integrate customer engagement within the organisation	Core
BSBLED501A	Develop a workplace learning environment	Core
BSBMGT516	Facilitate continuous improvement	Core
BSBCUS501	Manage quality customer service	Elective
BSBSLS501	Develop a sales plan	Elective
BSBWHS501	Ensure a safe workplace	Elective
BSBCUE403	Schedule customer engagement activity	Elective
BSBWOR502	Lead and manage team effectiveness	Elective
BSBHRM405	Support the recruitment, selection and induction of staff	Elective

BSBCUE407	Administer customer engagement technology	Elective

Delivery arrangements	The delivery of this qualification will be completely online. Wise Education Group will support all participants by providing availability to an allocated Trainer/Assessor via phone or email support. In each of the learner's guides, workplace activities are provided to ensure that the appropriate learning is being undertaken.
Sequencing	Participants can select the most appropriate stream/elective units for sequencing. The training plan for each participant will reflect the sequencing of delivery. Where appropriate, Wise Education Group will also establish a schedule of events and document these in the Wise Education Group Trainer Schedule.

Unit Code	Unit Title	Month
BSBCUE504	Integrate customer engagement within the organisation	Month 1
BSBLED501A	Develop a workplace learning environment	Month 2
BSBMGT516	Facilitate continuous improvement	Month 3
BSBCUS501	Manage quality customer service	Month 4
BSBSLS501	Develop a sales plan	Month 5
BSBWHS501	Ensure a safe workplace	Month 6
BSBCUE403	Schedule customer engagement activity	Month 7
BSBWOR502	Lead and manage team effectiveness	Month 8
BSBHRM405	Support the recruitment, selection and induction of staff	Month 9
BSBCUE407	Administer customer engagement technology	Month 10

Work environment	Participants enrolled in this qualification will not be required to have full access to a workplace. The Trainer/Assessor will support the workplace adjustments as part of the online program.
Assessment	There are three forms of assessment: 1. Questions which are free form text answers and also address the employability skill of problem solving 2. A project which is scenario based and will require free form text responses 3. A scenario or role play context that will require you to implement your learnt skills and knowledge (this will be part of the my project) When you have completed the content for your learning unit you will be presented with the following screen.

The participant can either click on the My Quiz or My Project section to gain access to their Quiz or Project
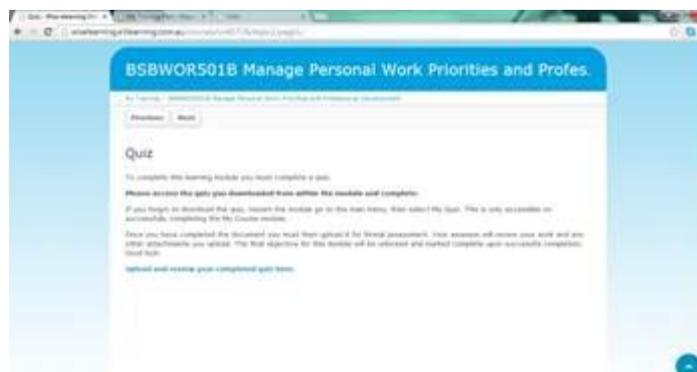
For My Quiz
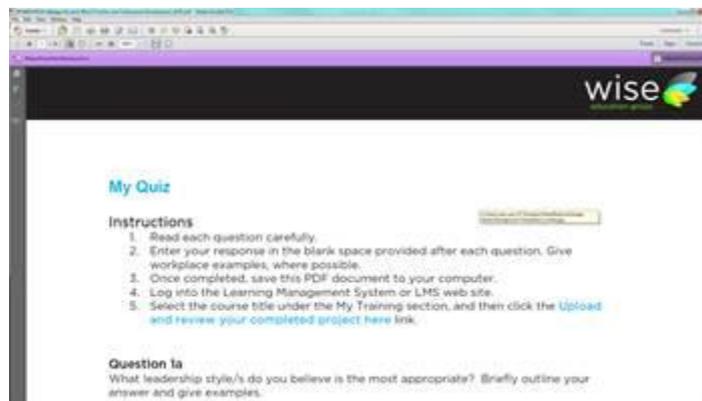
Click on the assessment document to download and save to your computer.

Locate the file and complete the assessment by typing your answers in the space provided, then save the file and include your name as part of the file name to your computer.

Once completed log back onto the LMS and proceed into your unit of Competency to upload your content into the Quiz section

When you have completed the assessment and are ready to upload return to the Training screen and select the upload option.
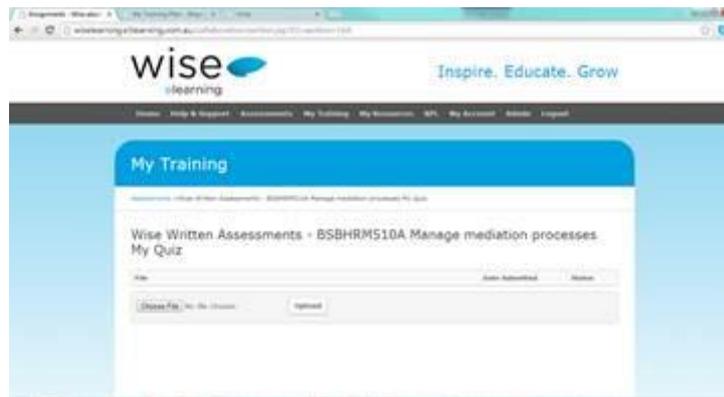

For My Project

Click on the assessment document to download and save to your computer.

Locate the file and complete the assessment by typing your answers in the space provided, then save the file and include your name as part of the file name to your computer.
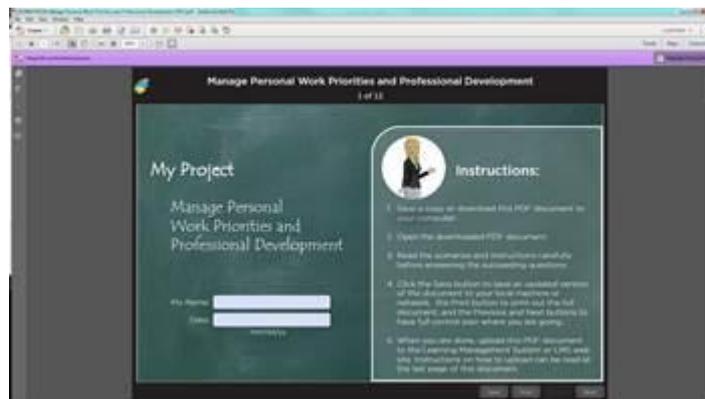
Once completed log back onto the LMS and proceed into your unit of Competency to upload your content into the Quiz section

When you have completed the assessment and are ready to upload return to the Training screen and select the upload option.

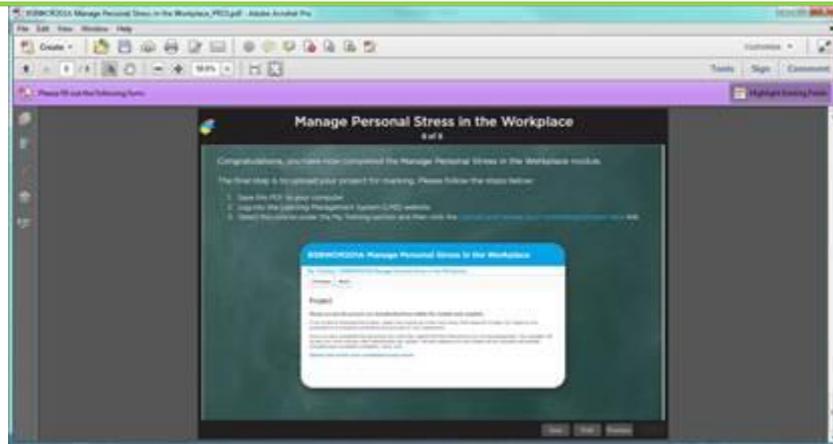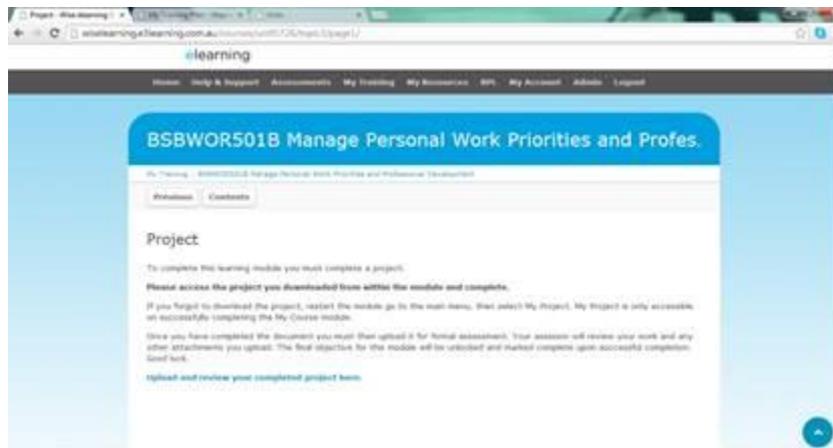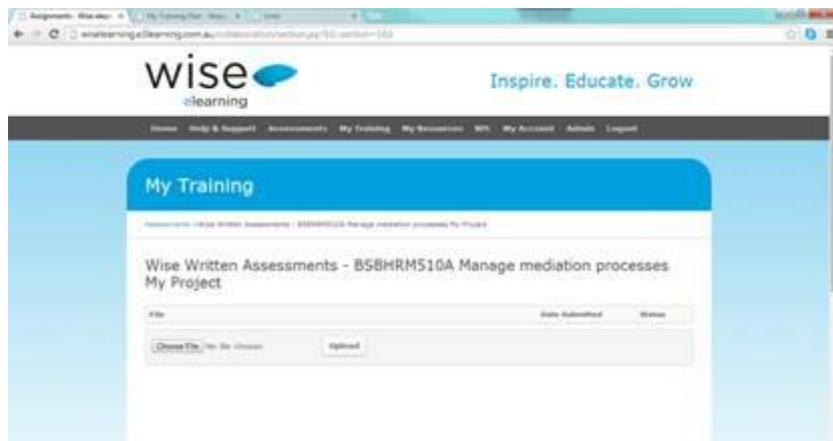| RPL	All participants will be provided with the opportunity to undertake recognition of prior learning. They have the opportunity to apply for this process at enrolment and they will then be provided with the following information:

	• RPL Application Kit • RPL Evidence Guide Wise Education Group also provides the Trainer/Assessors with a support guide to RPL.
Validation	**Pre implementation** The assessment materials developed have been through a pre delivery validation process conducted by an industry and training and assessment expert from Wise Education Group and these are scheduled over a 5-year period. This process is a quality check to ensure that the assessments to be used met training package and industry requirements, ensured that the assessment was at the right level, and that appropriate and sufficient evidence would be gathered to inform assessor decisions regarding participant competency. The outcomes of the assessment validation process were recorded in the Wise Education Group Validation Action Plan template. Documents generated during this process included mapping documents showing the relationship between each cluster and the tools used to gather assessment evidence, updated assessment tools, and the records of assessment validation. **Post implementation** After a module has been delivered and assessed Wise Education Group will validate each set of assessment tools in line with the approach set out in the NQC Guide to Assessment Validation and Moderation. The outcome of this process will be documented in the Wise Education Group management system. Wise Education Group has a Risk Validation tool that identifies our risk areas and these areas are rated for purpose of action. The risk validation sheet also boasts a validation schedule.
Resources	To adequately support the delivery of this qualification, Wise Education Group will provide the regulatory and legislative links to websites to satisfy units of competency. Your Trainer/ Assessor will also provide additional and appropriate research activities as part of your monthly catch up.
Facilities and Equipment	Access with the following facilities & equipment: • Business technology • Internet
Trainer Materials	The following documents have been developed which describe the delivery and assessment of the qualification. The units of competency are in single unit format and also clustered specifically for clients. • WISE EDUCATION GROUP Trainer Scheduling doc • Learners Guide with Facilitator notes for activities • Assessment Kit • Assessors Marking Guide • Mapping Guide For more information on the delivery and assessment materials to be used by the trainer please refer to the central register: WISE EDUCATION GROUP Curriculum Resource and Development Plan.

Student Materials	The following documents have been provided which describe the delivery and assessment of the qualification. The units of competency are in single unit format. • Qualification Outline • Online Learners Guide • Online Assessment Kit
Other resources	WISE EDUCATION GROUP provides additional resources to support the delivery. These include: • Custom built in-house programs that address specific soft skills development • PowerPoint presentations
Trainer requirements	To deliver this program WISE EDUCATION GROUP requires its trainers and assessors to: • Hold a TAE40110 Certificate IV in Training and Assessment • Hold the qualification BSB50315 Diploma of Customer Engagement (or equivalent or a level higher) • Have worked as a Trainer/Assessor professional within the last 12 months • Have worked in a sales position with a minimum of 3 years' experience • Hold membership or that of a related industry body (updates from the Business Skills Industry) • Have participated in specific professional development within the last 12 months; and • Maintain their Industry Currency at least annually by attending 'Return to Industry' programs as set out in professional development plan • Have undertaken training and assessment professional development within the last 12 months.
Trainer Allocation	Wise Education Group will allocate a single Trainer where appropriate to a client site. Where single or multiple trainers are required, we have set out the Trainer responsible for undertaking the units of competency as below:

Unit Code	Unit Title	Trainer/Assessor
BSBCUE504	Integrate customer engagement within the organisation	Brooke Seage
BSBLED501A	Develop a workplace learning environment	Brooke Seage
BSBMGT516	Facilitate continuous improvement	Brooke Seage
BSBCUS501	Manage quality customer service	Brooke Seage
BSBSLS501	Develop a sales plan	Brooke Seage
BSBWHS501	Ensure a safe workplace	Brooke Seage
BSBCUE403	Schedule customer engagement activity	Brooke Seage
BSBWOR502	Lead and manage team effectiveness	Brooke Seage
BSBHRM405	Support the recruitment, selection and induction of staff	Brooke Seage
BSBCUE407	Administer customer engagement technology	Brooke Seage

Foundation skills	Foundation skills are embedded in Training Package units of competency. Foundation Skills Summaries record how the foundation skills are covered in every nationally endorsed qualification (source http://www.training.gov.au). Refer to the training package specific unit of competency to view the foundation skills summary for that unit.
Pathways	Upon successful completion of this qualification, participants are able to continue their learning journey into: BSB60215 Advanced Diploma of Business
Access & Equity	Principles, practices and legislative requirements relating to equity, access, anti-discrimination and social justice will be addressed in all aspects of the implementation of the Learning and Assessment Strategies. Needs will be identified prior to students' commencing programs. Customised delivery and assessment strategies, including reasonable adjustment to meet client needs.
Support Services	**Learning Support** – LLN support (through initial analysis (LLN form) and feedback then follow up support where necessary); disability support services **Student Support** – Wise Account Manager and Wise Trainer **Online Communication Strategy** (see appendix at back of document) This is our commitment to maintaining your engagement and supporting you through the online modules within a 12 month period.
Participant Progress	WISE EDUCATION GROUP will upkeep the progress of all students within the Student Management System- JobReady You will receive regular emails from your Trainer at least fortnightly to check on your progress between delivery and assessment events.
Participant Satisfaction	Wise Education Group will periodically conduct random surveys with participants. At regular management meetings, Wise Education Group will analyse the feedback and implement any corrective actions.
The Client Commitment	• Actively participate in your modules • Liaise with your Trainer/Assessor to receive adequate support • Complete your modules and assessment in a timely manner

Appendix A

Online Training Communication Process

Timeframes	Process	Call to Action
1-2 Days	Welcome Email (LMS access, Participant Handbook, allocated trainer details)	Email notification to Trainer (Trainees name, qualification, contact details)
Within 1 week	Phone call from trainer (Introduction, ask to check junk mail)	Trainee file note in Job Ready
Week 3-4	Another phone call: "How can I help you?"	Trainee file note in Job Ready
Monthly	Online Newsletter with Tips	Head Office CCTNS (Track)
Continual Monthly	Phone call: "How can I help you?"	Trainee file note in Job Ready
Assessment Marking	LMS comment (comments field in assessment, manually send to email)	Well done email (Compulsory), Trainer to send email but if phone call made not necessary