BSB40315

Certificate IV in

Customer Engagement

Online

Qualification Outline

Contents

The purpose of this document is to provide a robust platform for the delivery and assessment of the BSB40315 Certificate IV in Customer Engagement completed via online delivery.

This is your training and assessment plan.

BSB40315 Certificate IV in 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:** There is a growing need for experienced, team leaders, supervisors, coaches, analysts and specialists in the customer engagement or a customer centric business. The Certificate IV in Customer Engagement is ideal for participants seeking a professional advantage in pursuing supervisory or leadership roles or requiring further development in a current role. This course covers a range of entry level management skills as follows: • efficient staff management practices • operations and planning • customer service protocols and implementation • leadership concepts and behaviours • work, health & safety • managing stress and behaviours in the workplace • time management and efficiencies **From an industry perspective:** Senior leaders struggle to provide new managers with the operating framework they need to make sense of the world they face when stepping up from subject matter expert and individual contributor to the realm of management and leadership. They have a tendency to concentrate on the job at hand and are often born into a fast paced moving environment so struggles and challenges begin to form. This development pathway has been designed to provide a regime of new learning that can be attributed to the needs of the business. **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	Typically students will work in the following roles: • Team leaders • Customer Engagement Coaches • Complex Customer Service Representatives • Scheduler or Analyst Individuals with this qualification are able to perform roles, such as: • communicating with team members and management • being a role model or coach for other team members • consulting and developing objectives within the team • improving customer centric practices • monitoring operational performance in a customer engagement environment

	- preparing work plans and that of others - managing a learning environment

Entry requirements	Training Package: No entry requirements specified
	
	Wise Education Requirements: Participants must be able to fulfil the following specific requirements:
	
	- 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: - Sound knowledge of legislative and regulatory requirements within industry or business including WHS - Implementation of customer service strategies - Development of teams in a customer centric business - Addressing customer needs - Managing stress within a workplace - Organisation and monitoring of systems - Supporting and working within a learning environment - Implementing operational and sales plan - Showing and providing personal leadership - Managing workplace information
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 Customer Engagement. 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 participant must complete a total of 13 units of competency as set out by the Training Package. This is to consist of 3 core units and 10 elective units. • 4 units must be from Group A elective units below • the remaining 6 units may be from Group A or Group B elective units, or from qualifications at the same level or one higher in any endorsed Training Package or accredited course • up to 2 units may be from a Certificate III level qualification.
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. **Core**

BSBCUS401 Coordinate implementation of customer service strategies	Compulsory
BSBLED401 Develop teams and individuals	Compulsory
BSBWHS401 Implement and monitor WHS policies and procedures and programs to meet legislative requirements	Compulsory

Electives Select 4 from the list below (Group A)

Elective units	Selection can be made by ticking the appropriate units of competency
BSBCUE403 Schedule customer engagement activity	☐
BSBCUE404 Collect, analyse and record information	☐
BSBCUE407 Administer customer engagement technology	☐

BSBCUS402 Address customer needs	☐
BSBMGT401 Show leadership in the workplace	☐
BSBWOR403 Manage stress in the workplace	☐

Electives Select 6 from the list below or Group A

Elective units	Selection can be made by ticking the appropriate units of competency
BSBINN301 Promote innovation in a team environment	☐
BSBLED501 Develop a workplace learning environment	☐
BSBMGT402 Implement operational plan	☐
BSBLDR402 Lead effective workplace relationships	☐
BSBPMG522 Undertake project work	☐
BSBSLS501 Develop a sales plan	☐

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** | 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.

Your units of competency will be provided as follows: |

Core	**Month**
BSBCUS401 Coordinate implementation of customer service strategies	Month 1
BSBLED401 Develop teams and individuals	Month 2
BSBWHS401 Implement and monitor WHS policies and procedures and programs to meet legislative requirements	Month 3

Electives Select 4 from the list below (Group A)

Elective units	
BSBCUE403 Schedule customer engagement activity	Month 4 -6
BSBCUE404 Collect, analyse and record information	Month 4 -6
BSBCUE407 Administer customer engagement technology	Month 4 -6
BSBCUS402 Address customer needs	Month 4 -6

BSBMGT401 Show leadership in the workplace	Month 4 -6
BSBWOR403 Manage stress in the workplace	Month 4 -6

Electives Select 6 from the list below or Group A

Elective units	
BSBINN301 Promote innovation in a team environment	Month 7 -12
BSBLED501 Develop a workplace learning environment	Month 7 -12
BSBMGT402 Implement operational plan	Month 7 -12
BSBLDR402 Lead effective workplace relationships	Month 7 -12
BSBPMG522 Undertake project work	Month 7 -12
BSBSLS501 Develop a sales plan	Month 7 -12

Work environment	Participants enrolled in this qualification are not required to have full access to a working environment. However your Trainer/ Assessor will work with you to identify local community organisations so you can fulfil volunteering activities to effectively support this 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
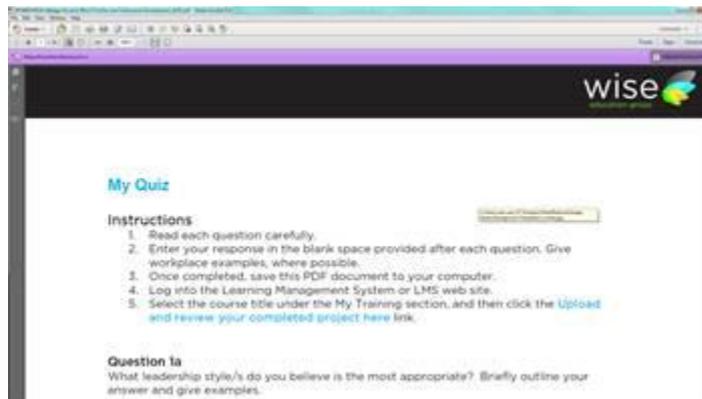
Click on the assessment document to download and save to your computer.

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.

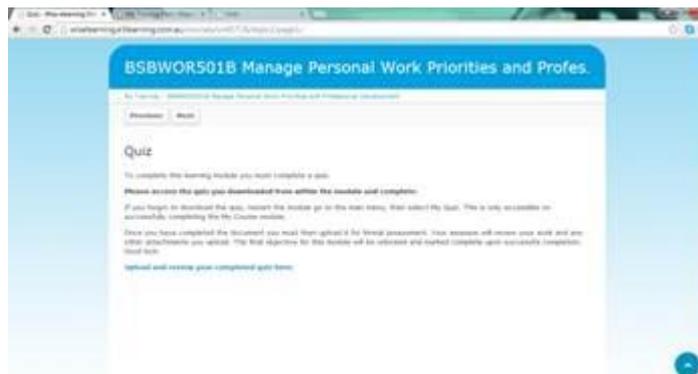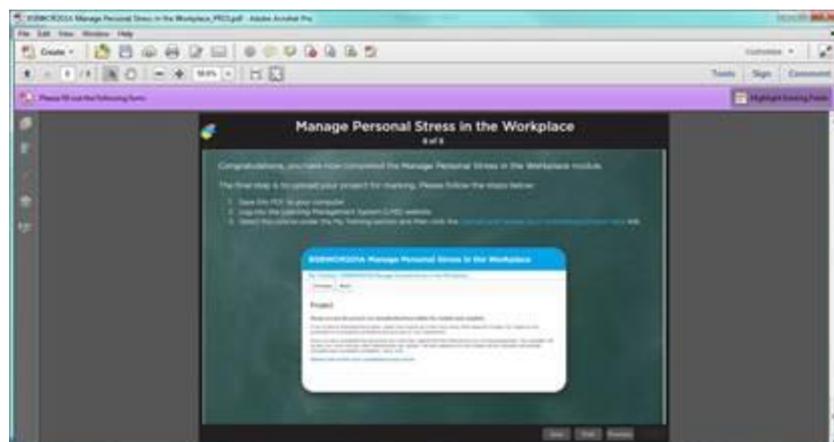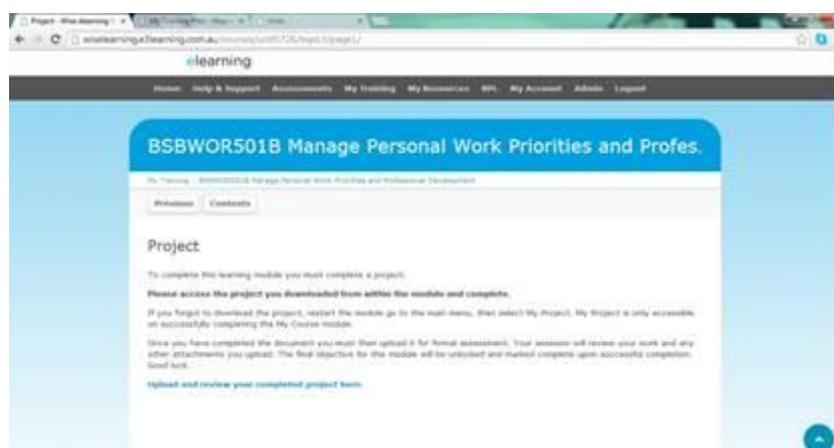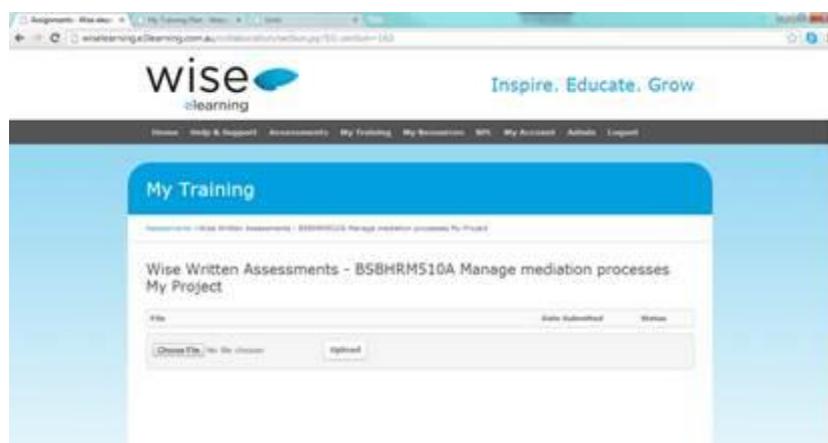Once completed log back onto the LMS and proceed into your unit of Competency to upload your content into the Quiz section

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 for each module have been through a pre delivery validation process conducted by an industry and training and assessment expert from WISE EDUCATION GROUP. This process was 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 outcomes of this process will be documented in the WISE EDUCATION GROUP management system.
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
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 (Wise Education Group and Aspire or IBSA products) • 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 developed which describe the delivery and assessment of the qualification. The units of competency are in single unit format and also clustered specifically for retail clients. • WISE EDUCATION GROUP Trainer Scheduling doc • Training Log • Wise Education Group Learners Guide • Wise Education Group 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 • Online webinars • Review of training plans quarterly • Regular email and phone support • Live Chat • Skype meetings
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 following qualifications: ○ BSB40315 Certificate IV in Customer Engagement (or equivalent or a level higher) • Have worked as a Trainer/Assessor professional within the last 12 months • Have worked in a Customer Centric role 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

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	• 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 of Competency	Trainer for delivery and assessment
BSBCUS401 Coordinate implementation of customer service strategies	Kylie Wakeham
BSBLED401 Develop teams and individuals	Kylie Wakeham
BSBWHS401 Implement and monitor WHS policies and procedures and programs to meet legislative requirements	Kylie Wakeham
BSBCUE403 Schedule customer engagement activity	Kylie Wakeham
BSBCUE404 Collect, analyse and record information	Kylie Wakeham
BSBCUE407 Administer customer engagement technology	Kylie Wakeham
BSBCUS402 Address customer needs	Kylie Wakeham
BSBMGT401 Show leadership in the workplace	Kylie Wakeham
BSBWOR403 Manage stress in the workplace	Kylie Wakeham
BSBINN301 Promote innovation in a team environment	Kylie Wakeham
BSBLED501 Develop a workplace learning environment	Kylie Wakeham
BSBMGT402 Implement operational plan	Kylie Wakeham
BSBLDR402 Lead effective workplace relationships	Kylie Wakeham
BSBPMG522 Undertake project work	Kylie Wakeham
BSBSLS501 Develop a sales plan	Kylie Wakeham

Employability skills	Employability skills are embedded in Training Package units of competency. Employability Skills Summaries record how the employability skills are covered in every nationally endorsed qualification (source http://www.training.gov.au Refer to the training package qualification framework for this qualification's employability skills summary.
Pathways	Upon successful completion of this qualification, participants are able to continue their learning journey into: BSB50315 Diploma of Customer Engagement BSB51915 Diploma of Leadership and Management
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.
Your Commitment	• Actively participate in your modules • Liaise with your Trainer/Assessor to receive adequate support • Complete your models 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