



Certificate III in Customer Engagement

BSB30215



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 contact and service 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 service centre and call centre systems and culture, and have a range of electives to choose from.

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 or service centre.

Subject Choices

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

- Work Roles and Priorities
- Work Effectively in Customer Engagement
- Critical Service Skills
- Understand Your Product Range
- Workplace Safety (E)
- Essential Selling Skills (E)
- Business Writing Basics (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)
- Keyboarding and Business Technology (E)
- Word Processing Skills (E)
- Spreadsheets - An Introduction (E)
- Outlook - Email Communication (E)

Key Course Facts

Start Date:
Start immediately

Delivery Options:
On-line/Correspondence

Duration:
Complete within 8 months

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:

NSW	ACT	NT	QLD	SA	TAS	VIC	WA
\$1,000	\$350	\$3,300	\$3,300	\$3,300	\$3,300	\$3,300	\$1,349

Existing Worker Traineeship Fees for this Qualification:

NSW	ACT	NT	QLD	SA	TAS	VIC	WA
\$3,300	\$350						

School Based Traineeship Fees for this Qualification:

NSW	ACT	NT	QLD	SA	TAS	VIC	WA
\$1,000		\$3,300	\$3,300	\$3,300	\$3,300	\$3,300	

Subsidised Training Options for this Qualification:

NSW	ACT	NT	QLD	SA	TAS	VIC	WA
\$1,320	\$480		\$1,914				
\$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 Roles and Priorities

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

BSBWRK311 - Develop self-awareness

Work Effectively in Customer Engagement

This subject covers the different types of customer contact and service centres, and the typical roles you would find in these centres. It explains the metrics and KPIs used to measure the effectiveness of customer contact, and examines the importance of team work. The subject also provides information on the customer engagement systems and phone technology that is used in contact and service centres.

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. An alternative assessment is available that specifically addresses internal customer service roles.

Unit(s):

BSBCUS301 - Deliver and monitor a service to customers

BSBCMM301 - Process customer complaints

BSBDIV301 - Work effectively with diversity

BSBCUE203 - Conduct customer engagement

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, outbound or face to face 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

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

Workplace Safety

This subject covers the skills and knowledge required to work in a healthy and safe manner. 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):

BSBWHS201 - Contribute to health and safety of self and others

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

Business Writing Basics

Learn to develop a good writing style for creating standard business documents such as basic letters, invoices, memos, messages and emails. You will also get tips on reviewing, proofreading 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):

BSBADM302 - Produce texts from notes

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. It explains the difference between customer service and customer relationship building; with an emphasis on the skills required for longer term relationship building. This includes considering a range of client relationship strategies and also how to 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. Topics include: the effectiveness of positive self-talk; steps to identify and resolve conflict; using questioning to problem solve; and being able to identify and focus on the teams focus, goals and KPIs.

Unit(s):

BSBFLM303 - Contribute to effective workplace relationships

BSBFLM312 - Contribute to team effectiveness

Outbound Customer Contact

The Outbound Customer Contact subject examines the skills to make outbound phone calls to potential or existing customers. It 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.

Unit(s):

BSBCUE303 - Conduct a telemarketing campaign

BSBCUE308 - Conduct outbound customer engagement

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

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).

Unit(s):

ICTICT209 - Interact with ICT clients

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).

Unit(s):

ICTICT305 - Identify and use current industry specific technologies

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):

ICTSAS204 - Record client support requirements

ICTWOR306 - Resolve technical enquiries using multiple information systems

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

Keyboarding and Business Technology

Keyboarding and Business Technology focuses on developing touch typing skills, and also using keyboard functions and short cuts. Important proofreading tips as well as safe computer work practices are addressed. Students are allowed to practice online with this subject so that they can achieve 30 words per minute at an accuracy of 98%.

Unit(s):

BSBITU307 - Develop keyboarding speed and accuracy

Word Processing Skills

Learn key word processing skills that will allow you to create template documents, design and prepare multiple page documents, use mail merge and apply styles in accordance with any organisational style guides. You will also learn how to insert tables and images and an excel graph or chart into your word document to improve its readability and appeal.

Unit(s):

BSBITU313 - Design and produce digital text documents

BSBITU306 - Design and produce business documents

Spreadsheets - An Introduction

In this introductory subject, learn the fundamentals of working with excel, working with tables and formulas. Content also covers ways to design spreadsheets to improve the layout of information, as well as how to create graphs or charts. You will be amazed at the potential excel offers you to improve work processes and manage data.

Unit(s):

BSBITU314 - Design and produce spreadsheets

Outlook - Email Communication

Outlook is the most commonly used email communication program used by businesses. Throughout this subject you will learn how to use the different features and functions that Outlook has to offer, such as creating emails, contacts and tasks. Learn how to get organised by creating folders and scheduling appointments and meetings for both yourself and others.

Unit(s):

BSBADM307 - Organise schedules

BSBITU213 - Use digital technologies to communicate remotely

Service Guarantees

Quality Training Provider

ACCM was one of the first private training Colleges to be given official RTO registration status.

22 years later we have helped over 3 000 employers and 31 000 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 have access to an online progress report showing the current status of all learners. We understand that it's essential to keep you up to date so we will prompt you each month to access your report.
