



# 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.

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## Subject Choices

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

- Co-ordinate Customer Service Delivery
- Keeping Your Work Team Safe
- Team Coaching
- Leadership Skills
- Prioritising to Achieve Team Goals
- Work Effectively in Customer Engagement (E)
- Build Client Relationships (E)
- Team Effectiveness (E)
- Quality Planning (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

**Delivery Options:**  
On-line/Correspondence

**Duration:**  
Complete within 12 months

**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.

### New Entrant Traineeship Fees for this Qualification:

NSW	ACT	NT	QLD	SA	TAS	VIC	WA
\$1,000	\$2,030	\$4,400	\$4,400	\$4,400	\$4,400	\$4,400	\$1,625

### Existing Worker Traineeship Fees for this Qualification:

NSW	ACT	NT	QLD	SA	TAS	VIC	WA
\$4,400							

### School Based Traineeship Fees for this Qualification:

NSW	ACT	NT	QLD	SA	TAS	VIC	WA

### Subsidised Training Options for this Qualification:

NSW	ACT	NT	QLD	SA	TAS	VIC	WA
\$1,980							
\$2,310							

\* 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 eg 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 (ie 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

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### 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

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### 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

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### 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

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## 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

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

## 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

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## 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):

BSBCUS402 - Address customer needs

BSBREL402 - Build client relationships and business networks

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## 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

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## Quality Planning

Long term success in business is a direct result of sound planning and having a quality focus. This subject teaches how to set realistic operational goals, effectively plan activities and prepare for contingencies. The concepts and methods of continuous improvement processes are also addressed throughout the subject to allow operational plans to be adapted and improved throughout their execution phase.

Unit(s):

BSBMGT403 - Implement continuous improvement

BSBMGT402 - Implement operational plan

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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):

BSBMKG413 - Promote products and services

BSBMKG414 - 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):

BSBREL401 - Establish networks

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## 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

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# 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.

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## 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.

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## 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).

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## 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.

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## 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.

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## 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.

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## 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.

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## 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.

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## 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.

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