



# Diploma of Customer Engagement

BSB50315



TAKE CONTROL OF YOUR CUSTOMER  
CONTACT CENTRE MANAGEMENT  
CAREER

# About This Course

The Diploma of Customer Engagement focusses on the practical application of realistic call centre operational and management skills in a competitive marketplace. You will build upon your past call centre experience and learn the skills required for effective call centre operations: quality planning, ensuring staff development, sales planning, and integrating proactive customer engagement.

The Australian College's Customer Engagement Diploma program uses course materials written and tested by our own contact centre industry experts, drawing upon their years of management experience within call centres. Skills development is focused on your practical application of these operational skills. Elective options allow you to tailor the Diploma to meet your specific needs.

---

## Subject Choices

1 - 3 electives are required (depending on subjects chosen)

- Quality Planning Strategies
- Develop a Learning Culture
- Sales Planning
- Integrating Customer Engagement
- Effective Team Management (E)
- Prioritising Strategies (E)
- Risk Management Strategies (E)
- Safety Management Systems (E)
- Manage Recruitment (E)

# Key Course Facts

**Start Date:**  
Start immediately

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

**Duration:**  
Complete within 18 months

**Group Training:**  
Workshops available

## Course Fees: \$6,600 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
\$6,600							

### Existing Worker Traineeship Fees for this Qualification:

NSW	ACT	NT	QLD	SA	TAS	VIC	WA
\$6,600							

### School Based Traineeship Fees for this Qualification:

NSW	ACT	NT	QLD	SA	TAS	VIC	WA
\$6,600							

### Subsidised Training Options for this Qualification:

NSW	ACT	NT	QLD	SA	TAS	VIC	WA
\$6,600							

\* 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 strong English reading and writing skills, or higher. As a guide - you should have completed a formal course after having completed Year 12 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.

## Numeracy Skills

Numeracy skills are required at an average level eg completion of Year 10 maths and the ability to use a calculator.

## 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:

### Quality Planning Strategies

This diploma level task goes beyond theory and asks learners to apply the principles of operational planning and continuous improvement in a realistic workplace scenario. Learners will carefully analyse business results to build an improved operational plan that takes into account the key elements consultation and communication, goal setting, monitoring, training, recruitment, resource procurement and embedding continuous improvement opportunities.

Unit(s):

BSBCUS501 - Manage quality customer service

BSBMGT516 - Facilitate continuous improvement

BSBMGT517 - Manage operational plan

---

### Develop a Learning Culture

This subject looks at the skills and knowledge required to develop and facilitate a workplace learning culture through training strategies and support systems. In this subject, you will be learn to: analyse the training needs of an organisation; develop learning plans; determine suitable strategies for training; identify ways to develop a learning culture and show that you can collaborate with others to ensure success.

Unit(s):

BSBLED501 - Develop a workplace learning environment

---

### 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

BSBSLS502 - Lead and manage a sales team

---

### Integrating Customer Engagement

Implementing and incorporating contact centre operations within an organisation is an ideal way of centralising and streamlining support. In this subject the learner will review the inter-dependencies between a contact centre and other departments, and determine the best way to centralise these services. You will look at various techniques to ensure that all relevant information is captured for the optimal outcome of the implementation, using a case study example.

Unit(s):

BSBCUE504 - Integrate customer engagement within the organisation

---

**Elective Subjects:** 1 - 3 electives are required (depending on subjects chosen)

## Effective Team Management

Managing a team is a challenging responsibility. This subject focusses on the best strategies for building and inspiring trust within a team. It provides an insight into assessing the communication climate, applying different communication styles and overcoming communication barriers. Knowledge in ways to improve performance, build strong relationships and manage conflict within your work team is shared.

Unit(s):

BSBWOR502 - Lead and manage team effectiveness

BSBLDR502 - Lead and manage effective workplace relationships

BSBLDR511 - Develop and use emotional intelligence

---

## Prioritising Strategies

This subject provides time management strategies and planning techniques suited for setting personal and team goals and targets. The importance of goals being linked to key performance indicators of the business is examined.

Unit(s):

BSBWOR501 - Manage personal work priorities and professional development

---

## Risk Management Strategies

Risk Management Strategies covers risk context and risk identification, as well as risk management processes. The subject looks into the analysis of a risk, its causes, and ways to consider risk tolerance. Strategies for controlling and treating risks, as well as reviewing and monitoring those risks, are considered.

Unit(s):

BSBR501 - Manage risk

---

## Safety Management Systems

This subject addresses the skills and knowledge required to establish, maintain and evaluate the organisation's work health and safety (WHS) policies, procedures and programs in the relevant work area, according to WHS legislative requirements. It takes a systems approach and addresses compliance with relevant legislative requirements.

Unit(s):

BSBWHS501 - Ensure a safe workplace

---

## Manage Recruitment

This subject covers the recruitment process, including the many steps involved in vital pre-recruitment activities such as revising job descriptions, advertising vacancies, short-listing and interviewing. Learners are provided with an opportunity to demonstrate their interviewing skills in an interview and reference check role play. Other topics include induction programs, consultancy, implementing policy and procedures and determining future Human Resource needs.

Unit(s):

BSBHRM506 - Manage recruitment selection and induction processes

BSBHRM405 - Support the recruitment, selection and induction of staff

---

# 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.

---