

# A smarter future

Our consultants can work with you to identify essential skills needed by your workforce and design a training solution to drive your business forward across business sectors that include:

- > Business Services
- > Competitive Systems & Practices
- > Management
- > Manufacturing
- > Printing & Graphic Arts
- > Retail Services
- > Sales & Customer Service
- > Transport & Logistics

For more information, visit Spectra Training at [www.spectra.edu.au](http://www.spectra.edu.au) or phone our friendly team on **03 9292 8000** or email [info@spectra.edu.au](mailto:info@spectra.edu.au)

#### Melbourne Office (Head Office)

Level 7, 628 Bourke Street  
Melbourne VIC 3000

P +61 03 9292 8000

Spectra Training is a business name of  
CLB Training & Development Pty Ltd  
TOID 21356

#### Sydney Office:

Level 6, 333 Kent Street  
Sydney NSW 2000

#### Brisbane Office:

55 Ipswich Road  
Woolloongabba QLD 4102

#### Adelaide Office:

Unit 17, 169 Unley Rd,  
Unley SA 5061

#### Perth Office:

Level 1, 120 Roe Street,  
Northbridge WA 6003



## Certificate III in Customer Engagement

BSB30215 CERTIFICATE III IN CUSTOMER ENGAGEMENT



#### Course Overview

This program has been designed for employees working in customer facing or customer service roles, working under the supervision or guidance of a team leader. It delivers highly contextualised knowledge and skills, specific to the customers, product and environment in which the participants work and encounter.

MELBOURNE → SYDNEY → BRISBANE → ADELAIDE → PERTH



# Customer Engagement

## The Spectra Training Difference

Spectra’s Dynamic Training System offers the unique experience of group and individual training delivered in workshops and on the job. This system ensures practical application of learning in your workplace so staff enjoy training and can apply their skills and knowledge.

- > Spectra Training engages with workplace mentors to ensure the training provides real benefits and improvements that help retain staff and add value to your business.
- > Our trainers are industry experienced professionals who can ensure measurable outcomes.
- > Minimal disruption to your operations as we understand day to day work pressures.
- > We engage directly with industry and implement training strategies that will respond to industry’s specific needs using our in-house instructional design writers.
- > We identify where individuals may need extra support and assistance to complete their training.

## BSB30215 CERTIFICATE III IN CUSTOMER ENGAGEMENT

### Course Overview

This program has been designed for employees working in customer facing or customer service roles, working under the supervision or guidance of a team leader. It delivers highly contextualised knowledge and skills, specific to the customers, product and environment in which the participants work and encounter. It covers topics such as customer service, product knowledge, selling, continuous improvement, technology and teamwork and other fundamentals.

### Delivery and Assessment Methods

Delivery is a combination of group workshops and one-on-one sessions. Group workshops ensure the theory is well understood and then the knowledge and skills are practised in the one-on-one coaching sessions. Assessment tasks typically include on-the-job observation and questioning, in-class activities and workplace based projects.

### Entry Requirements

Participants for this course must be working in a frontline customer service role. Participants also require adequate levels of English language, literacy and numeracy skills.

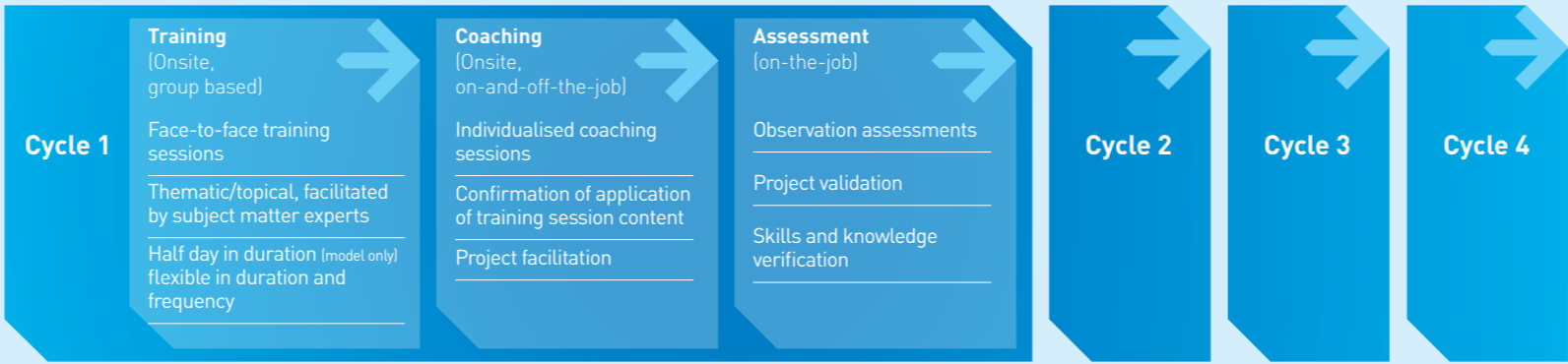
### Duration

This program is typically delivered over a 12 month period; however, this will vary according to client needs and will be negotiated during the consultation process.



## Course Structure

### Dynamic Training System Cycle



### Proposed Training Program

Pre-Training	Induction	Pre-training review, including: ➤ Skills recognition application (if applicable) ➤ Language, Literacy and Numeracy assessment	➤ Identification of learner support needs ➤ Program overview	Learner Induction
				Mentor Induction
Cycle No.	Title	Topics Covered	Units	
Cycle 1	Customer Service	➤ Customer service standards and models ➤ Customer needs and expectations ➤ Responding to complaints ➤ Dealing with difficult customers	Implement customer service standards (BSBCUS403)	
			Deliver and monitor a service to customers (BSBCUS301) – CORE UNIT	
			Process customer complaints (BSBCMM301)	
Cycle 2	Selling your product and service	➤ Using databases ➤ Customer resource management ➤ Equipment and systems ➤ Matching products to customer needs	Conduct customer engagement (BSBCUE203)	
			Provide sales solutions to customers (BSBCUE304)	
			Develop product and service knowledge for customer engagement operation (BSBCUE309) – CORE UNIT	
Cycle 3	Effective workplace practices	➤ Time management ➤ Health and safety policy and procedure ➤ Workplace relationships ➤ Cultural diversity	Organise personal work priorities and development (BSBW0R301)	
			Work effectively in customer engagement (BSBCUE307) – CORE UNIT	
			Use multiple information systems (BSBCUE301) – CORE UNIT	
Cycle 4	Teamwork	➤ Effective teamwork ➤ Work with others from diverse backgrounds ➤ Effectively adhere to and promote WHS policies and procedures	Work effectively with others (BSBW0R203)	
			Work effectively with diversity (BSBDIV301)	
			Contribute to health and safety of self and others (BSBWHS201)	

### Pre-training Review

Prior to the commencement of training, a pre-training review will be undertaken to ascertain the participant’s current levels of language, literacy & numeracy (LL&N), eligibility for skills recognition/recognition of prior learning and if any specific support needs are required.

### Mentor Induction and Engagement

Spectra Training believes that it is very important to have effective workplace mentors from your business engaged in this learning. This ensures that the knowledge and skills are reinforced throughout the program and that the participant progresses through and completes the course. Workplace mentors are comprehensively inducted into the program so their roles and responsibilities are well understood.

### Pathway / Careers

Successful completion of this program will lead to careers in customer service roles, and the ability to confidently perform their role with more autonomy and make decisions with regard to serving customers, selling products and services, completing operational and administrative tasks and generally representing the organisation.

Further study can be undertaken in the Certificate IV in Customer Engagement (BSB40315).

### Access and Equity

Spectra Training is committed to ensuring people with special needs have equal opportunity and access to its courses. Spectra Training is committed to identifying and supporting the learning needs of each individual and encourages people of all abilities to apply to undertake learning.

### Fees and Charges

Information about course fees and charges can be found in the National Fees Booklet available on the Spectra website: [www.spectra.edu.au](http://www.spectra.edu.au)

Spectra’s Refund Policy is also published on the website.

### Eligibility / Government Funding

Spectra Training is a national provider of workplace training (T01D 21356). For eligible participants, this training may be partly funded by your State/Territory Government in partnership with the Commonwealth Government.

If accessing this funding students may not be eligible for further State and Commonwealth Government Funded Training.

For information on eligibility criteria, please consult the Spectra Training website.

For further information on state/territory initiatives or details of an Australian Apprenticeship Centre please visit: [www.australianapprenticeships.gov.au](http://www.australianapprenticeships.gov.au)