

# Certificate III in Business (Customer Engagement)

BSB30120



DELIVER REWARDING CUSTOMER  
SERVICE THROUGH QUALITY  
CUSTOMER ENGAGEMENT

# About This Course

Certificate III in Business (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.

The Certificate III in Business (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.

---

## Subject Choices

- Effective Workplace Communication
- Maintain Workplace Safety and Wellbeing
- Contribute to Sustainable Work Practices
- Organise Personal Work Priorities
- Mid Course Activity
- Use Business Systems
- Engage with Customers
- Assist Customers with Products and Services
- Resolving Difficult Customer Situations
- Practical Word Processing

## Key Course Facts

### Start Date:

Start immediately

### Duration:

Complete within 44 weeks

### Delivery Options:

On-line/Correspondence

### Group Training:

Contact the College for Availability

## Course Fees: \$3,750.00 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:

| ACT   | NSW | NT  | QLD     | SA      | TAS   | VIC     | WA      |
|-------|-----|-----|---------|---------|-------|---------|---------|
| \$350 | \$0 | N/A | \$2,500 | \$2,500 | \$821 | \$2,500 | \$2,500 |

### Existing Worker Traineeship Fees for this Qualification:

| ACT   | NSW | NT  | QLD     | SA      | TAS   | VIC | WA  |
|-------|-----|-----|---------|---------|-------|-----|-----|
| \$350 | N/A | N/A | \$2,500 | \$2,500 | \$821 | N/A | N/A |

### School Based Traineeship Fees for this Qualification:

| ACT   | NSW | NT  | QLD     | SA      | TAS | VIC     | WA  |
|-------|-----|-----|---------|---------|-----|---------|-----|
| \$350 | N/A | N/A | \$2,500 | \$2,500 | N/A | \$2,500 | N/A |

State and Territory Traineeship Program and Subsidised Funding Acknowledgements

Subsidised by the NSW Government

Australian Apprenticeships in the ACT are funded by the ACT and Australian Governments

Supported by the Tasmanian Government

Supported by Government of South Australia. Visit [www.skills.sa.gov.au](http://www.skills.sa.gov.au) for Participant Eligibility Criteria

# Entry Requirements

## Literacy Reading and Writing Skills

*The required reading skills are:*

- Read basic texts relevant to workplace requirements (ie policies and procedures).
- Read and evaluate information and ideas to extract meaning relevant to the topic.
- Use different reading comprehension strategies as needed (ie identifying, questioning, previewing).

*The required writing skills needed are:*

- Write clear sequenced instructions for using routine/everyday activities
- Draft short emails and letters to convey required information
- Complete a range of forms requiring routine and factual data

As a guide - you must have completed Year 10 schooling, or have proven workplace written communication skills and reading skills.

## Language Skills (Spoken English)

*The needed spoken language skills are:*

- Demonstrated language use appropriate to different circumstances
- Make enquiries or seek clarification as needed to perform tasks
- Explain routine procedures and give clear sequenced instructions to others

As a basic guide - you must have sufficient English speaking skills to be able to communicate with your Student Adviser over the phone.

## Numeracy Skills

The required numeracy skills are to Interpret, comprehend and use a range of everyday mathematical information in familiar and routine contexts.

As a basic guide - you must have completed Year 10 schooling, or have a working knowledge of basic mathematical functions.

## Digital Literacy Skills

*Required digital literacy skills are:*

- Open and use a computer application (such as your Web Browser)
- Navigate a website by following instructions and follow website "links"
- Type and edit text eg for short answer assessment questions

- Select the appropriate answers in a multiple choice list (select the correct option(s))
- Download, save, edit and upload documents or files
- Write, edit, send, receive and save emails
- Open and use a word processing application (such as Microsoft Word or Google Docs)
- Open and use a spreadsheet program (such as Microsoft Excel or Google Sheets) depending on electives chosen

## Computer and Internet Requirements

*You must have:*

Access to a Desktop Computer or Laptop although some course work may be completed via mobile devices.

Internet access with the latest version of Microsoft Edge, Chrome, Safari or Firefox.

Microsoft Office 2010 Word (or higher)

Subject specific Microsoft Office products for chosen electives (ie Excel or Powerpoint).

Note: We do not support other applications like Pages or Numbers.

# Subject Descriptions

## Core Subjects:

### Effective Workplace Communication

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 responding to and working effectively with individual differences.

Unit(s):

BSBXCM301 - Engage in workplace communication

BSBTEC202 - Use digital technologies to communicate in a work environment

BSBTWK301 - Use inclusive work practices

---

### Maintain Workplace Safety and Wellbeing

Work Health & Safety policies, procedures and compliance are the focus of this safety subject. The subject looks at identifying key safety practices in a workplace. It covers workplace evacuations as well as identifying relevant safety training and procedures that may be required. It covers a foundation in the legal obligations and is a good solid base for understanding safety responsibilities. It involves a range of workplace activities like a safety inspection and hazard report form.

Unit(s):

BSBWHS311 - Assist with maintaining workplace safety

BSBPWF201 - Support personal wellbeing in the workplace

---

### Contribute to Sustainable Work Practices

Significant cost savings can be made by managing workplace processes and technology in a sustainable way. This subject looks at ways to encourage team members to think innovatively and apply critical thinking skills to generate solutions to workplace problems in a team environment. The overall aim being to identify improvements and apply "green" practices that benefit the business as well as the environment. This subject involves working collaboratively with your College Student Adviser on a project based assessment that addresses the 2 required problems as the performance evidence.

Unit(s):

BSBSUS211 - Participate in sustainable work practices

BSBCRT311 - Apply critical thinking skills in a team environment

---

## Organise Personal Work Priorities

Being able to organise personal work priorities is an essential job skill in every industry. This Subject will teach you how to set and meet work priorities through effective time management and planning your work schedule. Also learn the importance of professional development activities to chart your career growth.

Unit(s):

BSBPEF301 - Organise personal work priorities

---

## Mid Course Activity

This survey is an important opportunity for you to tell ACCM College about your learning experience so far. By formally seeking this information at the mid-point of your course, ACCM College can help shape your learning outcomes to better ensure your professional development goals are met.

Unit(s):

MID-SURVEY - Mid Course Survey

---

## Use Business Systems

Most work roles require the effective use of computers and equipment to input, collect and manage data and information. This subject looks at the technology available to you, and ways to use computer software to organise information and data.

Unit(s):

BSBOPS306 - Record stakeholder interactions

BSBDAT201 - Collect and record data

---

## Engage with Customers

Customer Service is a key function in all job roles, and so engagement of the customer is a critical skill. This subject looks at essential service skills to identify the customers needs and delivering good customer service. As well as skill practicals, there is a small component that looks at how to receive customer feedback positively.

Unit(s):

BSBOPS304 - Deliver and monitor a service to customers

---

## Assist Customers with Products and Services

This subject focuses on the skills and knowledge required to develop knowledge of products and services in preparation for working with customers in service role or inbound or outbound sales. This subject requires you to undertake product research and answer case studies to demonstrate these skills.

Unit(s):

SIRXPDK001 - Advise on products and services

---

## Resolving Difficult Customer Situations

Complaint handling skills can be improved by an awareness of how people respond and by adopting a suitable communication approach. 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.

Unit(s):

BSBOPS305 - Process customer complaints

## Practical Word Processing

In this introduction to word processing you will learn/develop key word processing skills that will allow you to create, style and prepare business documents. You will gain the experience to move and add text and using formatting techniques through practical activities. You will use Microsoft Word to prepare required documents using specific word processing features.

Unit(s):

BSBTEC301 - Design and produce business documents

---

# Service Guarantees

## Quality Training Provider

ACCM has 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 applying to enrol, your personal log-on details are emailed to you. This gives you access to our on-line system Webclass. Login to Webclass and complete the administrative items. Once you have completed these items a College Student Adviser will phone you to discuss your needs, course requirements, suitability and electives. You will then have access to the first study module via 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 a week or less. In the meantime you can progress to your next subject.

---

## Personal Contact for the Right Start

Your College Student Adviser will phone you to welcome you to the course and ensure that you understand the best way to make progress in your course. They will also assist you with any questions you may have.

They will be in regular contact with you, especially at the start of your course, to offer motivation, support and guidance.

For employment based enrolments they will also make contact with your work supervisors 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.

---