

5.16 Customer Focus

5.16 Customer Focus forms part of the **5.0 Workforce Development** course and will support those who have limited experience of working directly with customers.

The Medical Technology Industry

The Australian medical technology industry includes Australian and overseas companies manufacturing and supplying medical devices, in vitro diagnostics and medical imaging equipment. The medical technology industry makes a highly significant contribution to the quality of health care in Australia.

What is the Workforce Development course?

Workforce development is seen as critical to enable employees to meet the constant challenges of the medical technology industry, and to address the strategic goals of the company. A range of modules are available as part of the *Workforce Development* course to address this learning need.

The *Workforce Development* course consists of a series of modules. Modules 5.1, 5.2, 5.3, 5.11, 5.12, 5.13, 5.14 and 5.16 are delivered as self-paced online learning. Modules 5.4 to 5.10 are delivered as online webinars. Module 5.15 is delivered face-to-face.

- 5.1 Introduction to the Australian Medical Technology Industry
- 5.2 Introduction to Leadership and Management
- 5.3 Management & Leadership Essentials
- 5.4 Implementing a Workplace Wellness Program
- 5.5 The Emotionally Intelligent Leader
- 5.6 High Performing Teams
- 5.7 Managing Work Priorities and Delegation
- 5.8 Conducting Challenging Conversations
- 5.9 Managing Conflict in the Workplace
- 5.10 Bullying and Harassment: Avoiding a David Jones Situation
- 5.11 Planning Projects
- 5.12 WHS Fundamentals
- 5.13 Interpreting Medical Technology Industry Data
- 5.14 Summarising Statistical Distributions for the Medical Technology Industry
- 5.15 Media Skills
- 5.16 Customer Focus

What topics are covered in this module?

This online self-paced module will support those who have limited experience of working directly with customers.

Learning outcomes

- Recognises the characteristics and practices of customer focused organisations
- Understands key strategies used to identify customer needs and expectations
- Understands the processes for responding to customer requirements
- Manages customer complaints.

This module has been developed to align with the unit of competency *BSBCUS402A Address Customer Needs*. For information on how to complete an assessment that will lead to a Statement of Attainment for competency BSBCUS402A, please contact MTAA.

Who should participate?

This module is aimed at medical technology industry employees that work directly with customers and need to develop skills and knowledge for implementing a customer focused approach. There is no recommended pre-requisite training for this Level 1 module.

How much does it cost?

The cost to complete this online module is \$145. Copyright is owned by the Commonwealth of Australia.

How do I register?

Please visit *Training* under *Professional Development* on the MTAA website www.mtaa.org.au to register. Participants will receive via email a *Certificate of Participation* at the end of the training.

For further information about MTAA courses, please contact the Professional Development Manager on (02) 9900 0650 or email pd@mtaa.org.au