DEAKIN UNIVERSITY

Professional Practice Credential Candidate guide

Customer experience
Pre Masters-aligned

May 2019

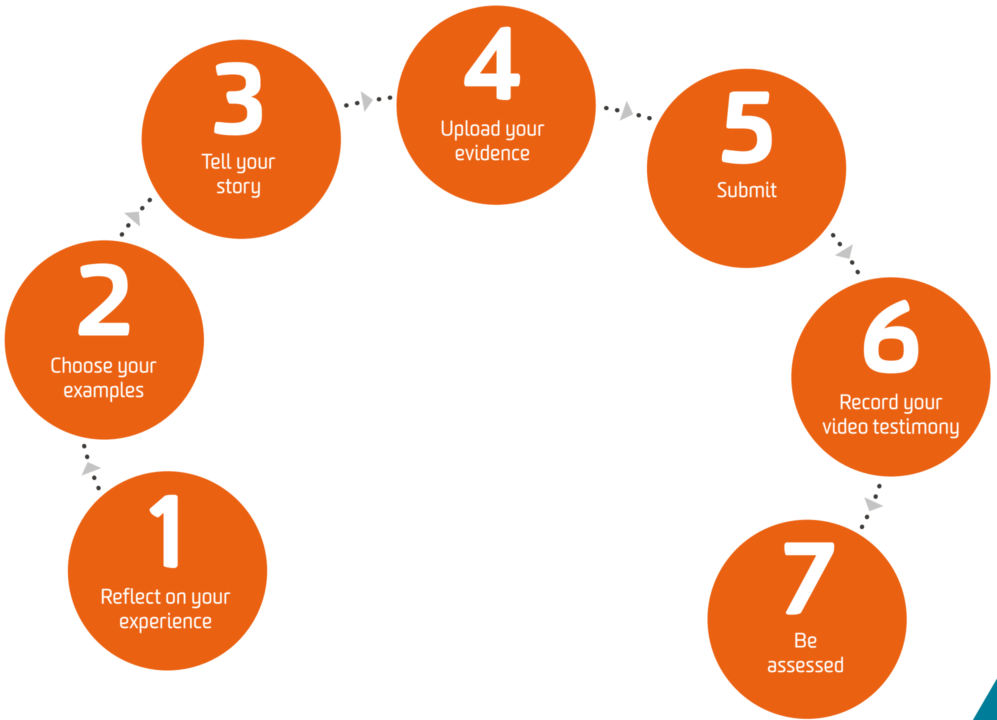
Introduction

Professional Practice credentials recognise the skills and knowledge you have developed through learning, work and experience.

They are different from qualifications because achieving a credential is not about attending lectures, working on group projects or taking in new information. Instead, it is about proving that you already have the skills and knowledge for the credential.

The process is completed online through Deakin's My Micro-credentials portal, and your submission is assessed by professionals with academic and industry experience.

Here's an overview of the credential process. You'll find more detail on the different steps in the following pages.



After reading this guide ...

If you're not already registered, you can do so online. When you are registered into a credential, you'll receive an email invitation to the portal.

To submit, you'll need to verify your identity. The portal will explain how to do this. It will also step you through the rest of the process and provide tips along the way.

If you need help, please email us on ppc@deakin.edu.au

Best wishes for your credentialling journey!

The credential process

Here's an overview of the seven steps involved in the online credential process.

1 Reflect

Reflecting on your experience is a key part of the credential submission process. So before beginning your submission, you'll need to take the time to think deeply about your professional experience. This will help you choose your examples in the next step.

2 Choose your examples

In your submission, you will need to describe at least two examples e.g. projects or initiatives that demonstrate how you have met the credential's criteria and dimensions.

Each example can demonstrate more than one of the criteria and, combined, your chosen examples need to cover all the criteria. Here are some questions to help you choose your examples:

- How do these examples show your capability?
- What was the context of the example?
- What did you set out to achieve?
- What was the outcome?
- What was your contribution?
- Who were the stakeholders involved?

3 Tell your story

This is an opportunity to provide the detail to support your examples. The My Micro-credentials portal gives you a template for this by providing questions to guide you. This is also known as a reflective testimony and shows the assessors how your examples demonstrate the credential's criteria and dimensions.

4 Upload your evidence

For each example you describe, you must supply at least two supporting evidence documents. These documents help assessors validate your examples.

5 Submit

As the name indicates, this step is simply about submitting your examples and evidence. You'll need to have verified your identity to submit.

6 Record your video testimony

Once you have submitted your examples and evidence, you'll be invited to record your video testimony. This involves answering questions about your examples and should provide assessors with additional context and depth.

You will receive a link to our video portal, and you'll need to complete your testimony generally within two weeks.

7 Be assessed

Once you've submitted your examples and evidence, and completed your video testimony, your submission will be assessed. During the assessment period, you could be asked to provide additional information.

Unlike traditional learning assessments there is no grading scale for credentials. The final outcome will be that your submission has either satisfied or not satisfied the standard of achievement at the required level.

Submission in English

The assessment for credentials is in English, therefore all evidence documents and written examples must be in English. The video testimony will also be conducted in English. If the original document is not in English, you will need to provide an officially certified translation, along with the original document for authenticity.

Criteria and dimensions

Your submission must address all of the credential's criteria and dimensions.

Criteria

It can be helpful to think of criteria for a Professional Practice credential as similar to key selection criteria (KSCs) for a job or key performance indicators (KPIs) for a performance review.

For example, when addressing KSCs for a job role, you need to provide examples from your professional experience and describe how the examples demonstrate the criteria. In the case of KPIs, you would talk to your manager about what you have done in the review period to meet your KPIs, providing examples to illustrate this.

Similarly, for credentials, you need to think about examples from your professional experience and describe how they (and the supporting evidence documents) demonstrate what you have done and which criteria they relate to.

Here are the criteria for the Customer experience Pre Masters-aligned credential:

1. You communicate to employees and stakeholders on customer experience strategies and metrics being used by the business to promote a customer-centric culture.
2. You monitor and hold other senior staff accountable for the attainment of a customer experience strategy goals and targets.
3. You champion the use of appropriate technology and systems to identify, capture and report customer experience data.
4. You research, gather and utilise intelligence data to measure success, validate ideas and prioritise opportunities to improve the customer experience.
5. You drive systematic approaches to customer-centred design and customer experience improvements.

Dimensions

Along with satisfying the credential's criteria, your submission needs to demonstrate that you're working at the required level of autonomy, influence and complexity. We call these the dimensions of the credential – keep them in mind when deciding which examples to use in your submission.

For Customer experience Pre Masters-aligned you need to show that you are operating with:

- **Autonomy:** You manage customer experience in a range of roles, contexts and processes.
- **Influence:** You influence operational performance and outcomes through expert application of customer experience techniques and processes.
- **Complexity:** You master the management of customer experience planning and evaluation across complex operations and cross-functional teams.

When you first read the criteria, allow yourself a couple of days to consider the evidence you might use. It is difficult to recall every piece of work you've ever worked on, and I found I would have light-bulb moments over a day or two when I would remember a piece of evidence that was great for my submission.

Dominique, credential candidate

Your examples and evidence

Make sure your examples and evidence documents meet the requirements.

Examples

You need to provide at least two examples in your submission. Each example can relate to more than one criterion and, combined, your examples must address all the criteria and dimensions.

Your examples might span a number of roles and initiatives, but at least one example must be within the last **two years**.

Evidence

You need to provide at least two evidence documents to support each example.

You'll need to include a document of substance – such as a presentation, strategy, project plan or report – along with supporting documents, such as emails, meeting minutes or photos.

For each document, remember:

- You'll need to provide a description when you submit it, including evidence title, date, role and summary. This helps our assessors understand how the document fits into your submission
- For large files, refer to the specific parts (e.g. page number, section or time stamp) that support the criteria and dimensions
- If a document is not all your own work, explain your contribution to it within the example the document relates to

You can provide a third-party reference as one of your evidence documents, as long as you supply it on our third-party reference template (download this from the My Micro-credentials portal). Your referee must be someone you currently or previously worked with, who can confirm your example or evidence.

Here are examples of evidence documents for the Customer experience Pre Masters-aligned credential:

- case study demonstrating accountability of customer experience and tracking to goals/targets
- communication plan for customer experience strategy including how the strategy is being embedded, pre-implementation measures and the success measures post-implementation
- examples of how you collaborate with other parts of the business to provide a voice on the customer and insight (i.e. innovation, strategy, learning and development, operations)
- promote usage of Net Promoter System, inner and outer loop feedback and implementation mechanisms
- research plan or efforts to gather customer experience insights to inform design
- RFP document demonstrating/detailing selection process for customer experience implementation.

Removing confidential information

Please make sure you remove any confidential or sensitive information, such as names and financials, from your evidence documents.

When you remove confidential or sensitive information you need to state clearly in your written example that you have removed confidential information.

This might mean you need to provide a third-party reference to verify your evidence. Please use our third-party reference template for this (download it from the My Micro-credentials portal).

Telling your story

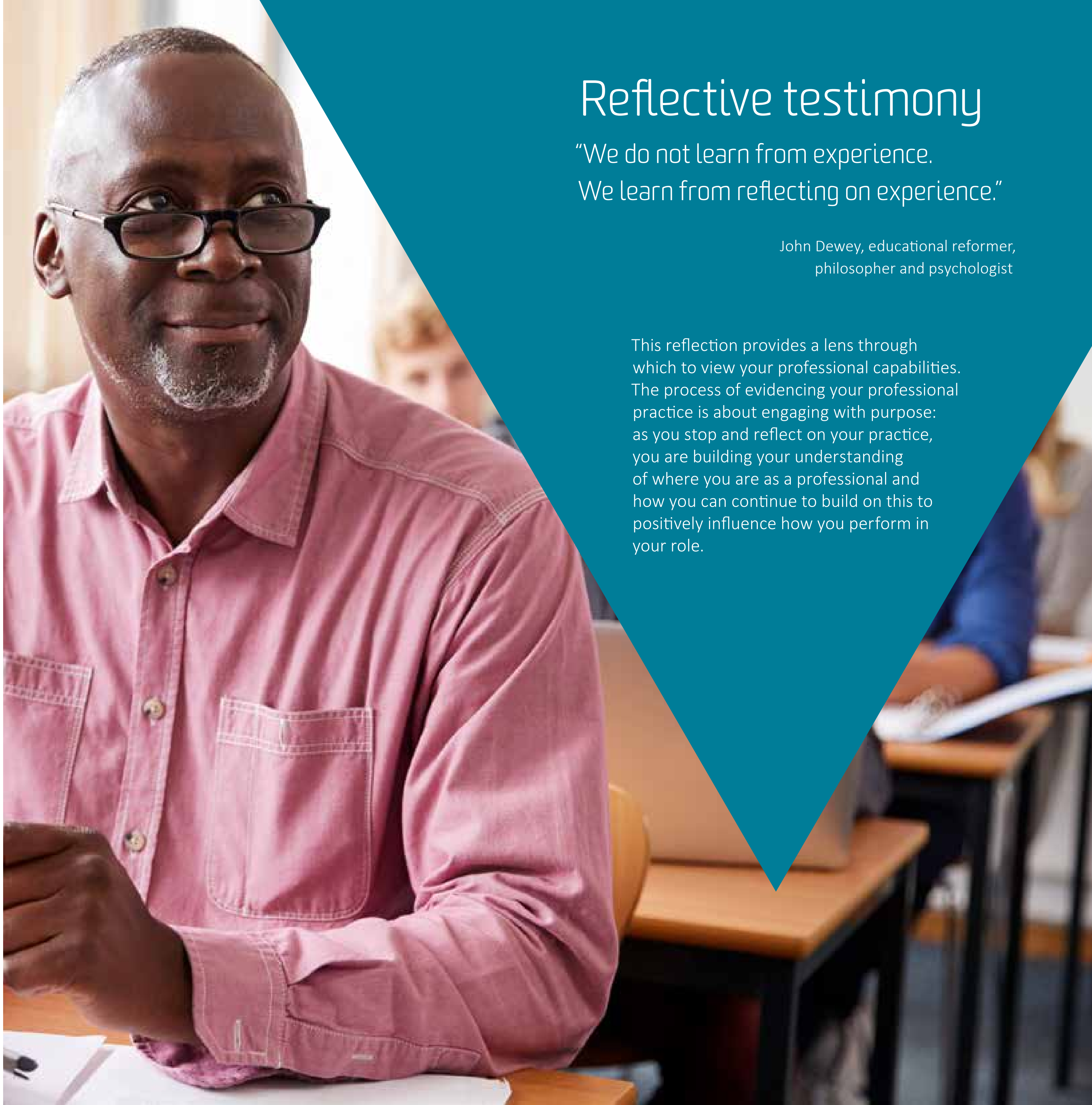
Telling your story is also known as 'reflective testimony'. This is about bringing your examples and evidence together to show how you satisfy the credential's criteria and dimensions.

Create your submission by using the template in the My Micro-credentials portal. The template will structure your submission by providing you with questions to help you tell your story and provide our assessors with the information they need.

Your story will describe the detail of your examples, and reference your evidence documents to support each example.

Your story needs to be:

- In the first person
- Of a professional standard with the appropriate level of grammar and spelling
- Clear and succinct.



Reflective testimony

"We do not learn from experience.
We learn from reflecting on experience."

John Dewey, educational reformer,
philosopher and psychologist

This reflection provides a lens through which to view your professional capabilities. The process of evidencing your professional practice is about engaging with purpose: as you stop and reflect on your practice, you are building your understanding of where you are as a professional and how you can continue to build on this to positively influence how you perform in your role.

Your video testimony

This is the final step in the submission process. Here's how it works.

Once you have submitted your examples and evidence through the My Micro-credentials portal, you will receive an invitation to record your video testimony online.

You'll have two weeks to do it. The portal will guide you through the process, including asking you a series of questions to help our assessors further understand your skills and knowledge.

Here are some things to keep in mind:

- Have a copy of your submission handy because some of the questions will refer to your examples and evidence documents
- Your testimony is an opportunity to elaborate on the information you have already submitted
- Consider your clothing and location, remembering that your video is being recorded and will be reviewed by our assessors

Once you've completed your video testimony, your complete submission will be assessed within two weeks and you'll be advised of the outcome. You might be asked to provide supplementary evidence during the assessment process.

My credential certifies what I can offer to anyone interested in collaborating. It's a legitimate form of evidence that's requested by many companies during the selection process.

Samuel,
credential candidate

Your rights and responsibilities

Professional Practice Credentials are awarded by Deakin University and are governed by relevant policy and procedure (including the Deakin Micro-credentials policy and Deakin Professional Practice Credentials procedure).

When you engage in the credentialling process as a candidate or as a student of Deakin University you have rights and you also have responsibilities.

Your rights include:

- to be treated with courtesy and respect throughout the process
- to have access to reasonable adjustments in applicable circumstances
- to have access to a review of a decision should this be required.

Your responsibilities include:

- to act with academic integrity
- to conduct yourself in a professional manner throughout the process.

Academic integrity

Academic integrity is acting in accordance with the values of honesty, trust, fairness, respect and responsibility in academic settings. Examples of behaving with academic integrity include:

- complying with instructions for assessment tasks
- submitting your own original work
- acknowledging all ideas, designs, words or works of others, including in group tasks
- providing accurate and truthful documentation.

Plagiarism is the use of other people's words, ideas, research findings or information without acknowledgement, that is, without indicating the source. In the credentialling process this also includes misrepresenting your prior experience and your role in any examples or evidence provided.

Plagiarism is a very serious breach of academic integrity and there are procedures and penalties for dealing with instances of plagiarism and collusion (acting with another person with the intention to deceive) by credential candidates or students.

Reasonable adjustments

Alternative assessment arrangements may be made for candidates with a disability or health condition to ensure that all candidates have a consistent and fair opportunity to demonstrate their knowledge and/or capabilities.

Where a candidate is concurrently enrolled in a Deakin professional practice course, alternative arrangements will be made according to the process set out in the Assessment (Higher Education Courses) procedure.

Candidates who are prevented from completing an assessment requirement at the scheduled time because of circumstances outside their control may apply for an extension.

Where the candidate is concurrently enrolled in a Deakin professional practice course, the requirements for rescheduling assessment tasks specified in the Assessment (Higher Education Courses) procedure will apply.

Breaches of responsibilities

Where a candidate is concurrently enrolled in a Deakin professional practice course, allegations of breaches of responsibilities will be managed in accordance with relevant student academic integrity or general misconduct policies.

Where a candidate is not enrolled in a Deakin professional practice course, allegations of breaches of responsibilities will be investigated by the University and a decision made about whether the allegation is supported and what action should be taken. This may include education about acceptable practice, a formal warning, exclusion from the credentialling process or revocation of the credential, depending on the severity of the breach. The candidate will be notified in writing of the outcome and review process.

Complaints

For all enquiries, requests and feedback related to Deakin Professional Practice Credentials, or to make a confidential complaint, please contact ppc@deakin.edu.au

deakin.edu.au

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We're here to help

If you need any help along the way, please email us on ppc@deakin.edu.au