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ICTNPL503 Apply service measures and demand forecasting to products and services planning

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Modification History

Release	Comments
Release 1	This version first released with ICT Information and Communications Technology Training Package Version 2.0.

Application

This unit describes the skills and knowledge required to analyse customer bases and market demands, and use forecasting tools to predict customer demands for new products and services.

It applies to technical staff moving into planning and management positions with a high level of specialist technical skills and knowledge in telecommunications and IT networks using internet protocol (IP) systems for small projects, or parts of larger projects.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Telecommunications – Network Planning

Elements and Performance Criteria

Element	Performance Criteria
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Analyse customer base	1.1 Establish reasons for forecasting in network planning, and factors that influence forecasting
	1.2 Collate data from appropriate organisations involved in planning initiatives for planning delivery of products and services
	1.3 Establish market segmentation to improve marketing effectiveness on new technology adoption
	1.4 Analyse market segments of customers, based on geography and

	demographics, for a new service or product and predict adoption rates
2. Evaluate current utilisation	2.1 Evaluate current service usage of the network and determine current traffic load
	2.2 Evaluate current network occupancy and determine any spare capacity
3. Predict future customer base	3.1 Evaluate expected customer growth and segment mix in a defined geographical area, and assess impact on network planning
	3.2 Use a forecasting model and predict customer demand for new technology products and services
4. Use property market and development data to produce plans	4.1 Develop strategic plans on infrastructure planning using planning authority data for development and redevelopments
	4.2 Produce a plan for future development projects using property market data
5. Predict future service requirements	5.1 Create a customer service plan to maintain valuable customer relationships and strengthen business
	5.2 Measure customer service results using key factors that provide an indicator for customer service quality
	5.3 Use forecasting tools to predict future service demand and requirements for emerging technology services of Next Generation Networks (NGN)
6. Produce network forecast and documentation	6.1 Produce geographically-based network growth forecasts utilising change in customer base, changes to property market and future service predications
	6.2 Produce and present documentation

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 1.3, 1.4, 2.1, 2.2, 3.1, 4.1, 5.1, 5.2, 6.1	- Analyses and evaluates complex written and visual text in specialised workplace documentation to determine key information and specific requirements - Evaluates complex text to determine legislative, regulatory and project

		requirements
Writing	1.2-1.4, 4.1, 4.2, 5.1, 6.1, 6.2	• Develops complex material for a specific audience using clear and detailed language and visuals while employing expected forms and conventions • Prepares reports which incorporate evaluation of information and specialised and cohesive language
Oral Communication	1.1-1.4, 4.1, 5.1, 6.2	• Clearly articulates requirements using language appropriate to audience and environment and participates in a verbal exchange of ideas and solutions
Numeracy	1.2, 1.4, 2.1, 2.2, 3.1, 3.2, 4.1, 4.2, 5.2, 5.3	• Interprets numerical information and applies appropriate formula relating to time durations, budgetary information and different data • Analyses numerical information to measure present and predicted usage and calculates metric measurements, quantities/ratios and financial data using appropriate tools
Interact with others	5.1, 5.2	• Selects, implements and seeks to improve protocols governing communications to clients and co-workers in a range of work contexts • Implements strategies for a diverse range of colleagues and clients to build rapport and foster strong relationships
Get the work done	1.1, 1.3, 1.4, 2.1, 2.2, 4.1, 5.1, 5.3, 6.1	• Accepts responsibility for planning and sequencing complex tasks and workload, negotiating key aspects with others taking into account capabilities, efficiencies and effectiveness • Makes critical decisions quickly and intuitively in complex situations, taking into consideration a range of variables, including outcomes of previous decisions • Applies systematic and analytical decision-making processes for complex and non-routine situations

		• Investigates new and innovative ideas as a means to continuously improve, work practices and processes through consultation, formal and analytical thinking

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ICTNPL503 Apply service measures and demand forecasting to products and services planning	ICTNPL5101A Apply service measures and demand forecasting to products and services planning	Updated to meet standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a53af4e4-b400-484e-b778-71c9e9d6aff2