



**Australian Government**

# **Assessment Requirements for BSBCUE601 Optimise customer engagement operations**

**Release: 1**

# Assessment Requirements for BSBCUE601 Optimise customer engagement operations

## Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

## Performance Evidence

Evidence of the ability to:

- monitor and optimise customer contact processes
- analyse customer contact processes using statistical tools and graphical techniques
- investigate reasons for performance outside of control limits and impediments to productivity
- conduct a qualitative and quantitative analysis against the organisational standards
- review, trial and modify processes
- benchmark the operations including researching and documenting best practice processes, performing a risk/benefit analysis on possible approaches, implementing the improvements and documenting new performance indicators
- analyse statistical reports of contact centre process performance, explaining or demonstrating process improvement strategies and productivity improvement methodology
- analyse records of customer contact productivity measures, demonstrating knowledge of quality management and related process control methods.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

## Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- describe one complete suite of statistical control systems
- explain benchmarking principles
- identify customer contact processes and the range of channels available
- describe customer service principles and processes
- identify operating variables within customer contact operations

- explain principles of statistics, statistical process control and underpinning statistical calculations
- identify process review and documentation principles
- explain project management principles
- explain quality management and related process control methods.

## **Assessment Conditions**

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the stakeholder relations – customer engagement field of work and include access to:

- information, reporting and databases for analysis activities
- relevant standards and guidelines
- benchmarking analysis and improvement plans
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

## **Links**

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>