Australian Government

BSBCUE606 Forecast and plan using customer engagement traffic information analysis

Release: 1

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Modification History

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

Application

This unit describes the skills and knowledge required to analyse call or engagement traffic information to forecast and plan resourcing for customer engagement operations.

It applies to individuals who analyse, design and execute judgements using wide ranging technical, creative, conceptual or managerial competencies and who are often accountable for group outcomes.

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

Unit Sector

Stakeholder relations – Customer engagement

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 contact traffic data	1.1 Confirm the accuracy and appropriateness of contact traffic data 1.2 Identify call or engagement traffic patterns over short and long intervals 1.3 Identify anomalies and non-recurring events in engagement patterns
2 Interpret the impact of customer contact phenomena on forecasting and planning	2.1 Define and identify the range of engagement centre or customer engagement phenomena affecting resource planning 2.2 Analyse and explain impact of phenomena 2.3 Identify issues arising from the impact of customer engagement

ELEMENT	PERFORMANCE CRITERIA
	phenomena when forecasting and planning
3 Develop contact traffic forecasts	3.1 Provide a baseline for forecast by collecting historical data
	3.2 Collaborate with marketing, financial control and other areas to incorporate budget expectations and marketing efforts into forecast
	3.3 Break down annual forecast into smaller periods and adjust for seasonality
	3.4 Ensure that forecast accuracy is within organisational requirements
4 Plan labour requirements	4.1 Determine basic inputs to queuing tools
	4.2 Calculate resources required using queuing tools
	4.3 Adjust results to account for quantitative and qualitative factors
	4.4 Perform planning process and scheduling for all levels of forecasted call and engagement traffic

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, 1.2, 2.1, 2.3	• Recognises and evaluates complex texts to determine key information
Writing	2.1, 2.2, 2.3	• Prepares information in required format which incorporates specialised and cohesive language
Oral Communication	3.2	• Participates in discussions using appropriate structure and language for audience • Uses questioning and active listening to clarify or confirm understanding
Numeracy	1.2, 1.3, 3.1, 3.3, 4.2, 4.3	• Uses mathematical formula to calculate whole numbers and decimals to determine and predict scheduling requirements • Analyses data using mathematical methodologies to predict different scenarios
Navigate the world of work	3.4	• Recognises and follows organisational requirements regarding forecasting accuracy

Interact with others	3.2	• Collaborates with others to achieve joint outcomes, playing an active role in facilitating effective group interaction, influencing direction and taking a leadership role on occasion when developing forecasts
Get the work done	1.1-1.3, 2.1-2.3, 4.1, 4.4	• Uses a combination of formal, logical planning processes and an increasingly intuitive understanding of context to sequence, schedule and monitor implementation of complex activities according to organisational requirements • Uses analytical processes to determine strategies by identifying options and establishing criteria for deciding between options • Uses digital tools to access and organise complex data and analyse multiple sources of information for forecasting and planning purposes

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBCUE606 Forecast and plan using customer engagement traffic information analysis	BSBCCO606B Forecast and plan using customer contact traffic information analysis	Updated to meet Standards for Training Packages Name changed to reflect industry practice	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10