



Australian Government

Department of Education, Employment and Workplace Relations

BSBCCO201A Action customer contact

Revision Number: 1

BSBCCO201A Action customer contact

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to respond effectively to customer contact.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>This unit is applied in any customer contact environment where a variety of communication channels and technologies are used and calls are inbound and/or outbound.</p> <p>Competence in this unit requires responding to a wide range of customer enquiries and contacts over a variety of communication methods (telephone, email, letter, facsimile). Compliance with organisational, legislative and regulatory requirements is required, as is the ability to respond in a manner that meets both customer and business needs.</p> <p>This work is undertaken with some supervision and guidance.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare for customer contact	1.1. Obtain and study product or service details relating to <i>customer contact</i> 1.2. Study prepared <i>call/contact guides or scripts</i> 1.3. Locate <i>sources of information</i> that may be required to develop product or service expertise 1.4. Develop a clear understanding of <i>enterprise policies and procedures</i> 1.5. Develop proficiency with <i>equipment and systems</i> to effectively and efficiently manage contact 1.6. Clarify any unclear details with relevant manager 1.7. Identify and use safe working methods
2. Provide responsive and quality service in response to customer queries	2.1. Greet customer in accordance with enterprise protocol 2.2. Respond in a manner to effectively encompass cultural diversity 2.3. Effectively establish and clarify customer needs 2.4. Satisfy customer needs promptly, efficiently and effectively to maximise customer satisfaction, and to minimise delays and the need to refer customer elsewhere 2.5. Respond to customer concerns in a positive manner and in line with enterprise policy for complaint resolution 2.6. Treat customer with respect and courtesy, and enhance and develop customer loyalty 2.7. Complete follow-up action effectively in accordance with the timeframes, business rules and practices, and in line with customer expectations
3. Arrange provision of a product or service	3.1. <i>Respond appropriately</i> to customer requirements and identify relevant options 3.2. Select appropriate product or service in consultation with customer 3.3. Agree actions or orders with customer giving consideration to maximising value and service delivery to customer 3.4. Consider any <i>customer retention options</i> that can be applied to the contact 3.5. Use clear, simple and easy to understand language and ensure responses are comprehensive

ELEMENT	PERFORMANCE CRITERIA
4. Manage customer contact	<p>4.1. Record details of contact in accordance with policy</p> <p>4.2. Record and report any difficulties not escalated but that may present an opportunity for continuous improvement</p> <p>4.3. Adapt to the requirements and expectations of various customers when working in an <i>outsource environment</i> and dealing with multiple customer bases</p> <p>4.4. Escalate inquiries or orders that cannot be satisfied immediately</p> <p>4.5. Supply follow-up information to customer as required and in a timely manner</p> <p>4.6. Observe <i>relevant legislation, codes, regulations and standards</i> throughout transaction</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- customer service skills to deliver required level and quality of customer service
- communication skills to relate to people from diverse backgrounds and people with diverse abilities
- interpersonal skills to establish rapport and to build relationships with customers
- listening and questioning skills to understand and clarify the needs of customers
- literacy skills to communicate and articulate effectively over the required channels
- numeracy skills to analyse, calculate and validate data accurately as required
- organisational skills to manage own tasks and to meet timeframes
- stress and time management skills to handle difficult customers and peak periods of activity in a positive and enthusiastic manner.

Required knowledge

- enterprise communications channels
- enterprise performance and customer service expectations
- enterprise policies, procedures, protocols and guidelines
- financial delegations policy
- operational environment - customer base, company products and services
- principles of customer service
- stress and time management techniques
- technology and systems.

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- accurate recording of data
- knowledge of enterprise products and services
- knowledge of compliance requirements
- meeting of agreed standards of contact
- understanding of performance targets
- use of technology (may be modified for use by people with a disability).

Context of and specific resources for assessment

Assessment must ensure:

- access to IT equipment
- access to workplace information and data
- access to performance management records and data
- access to quality assurance guidelines and call/contact guides.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- direct observation during contact (may be done by doublejacking on telephone system)
- review of documentation of performance against target
- review of quality assurance feedback
- review of accuracy of data and record entry
- oral and/or written questioning to assess knowledge of the enterprise, legislative and regulatory requirements, and products and services
- observation of practical demonstration of sourcing required information.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended,

EVIDENCE GUIDE

for example:

- BSBCCO301A Use multiple information systems
- BSBCUS301A Deliver and monitor a service to customers.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<i>Customer contact</i> may include:	<ul style="list-style-type: none"> • email • face-to-face • facsimile • internal, external and outsourced customers • internet • letter • telephone
<i>Call/contact guides or scripts</i> may relate to:	<ul style="list-style-type: none"> • call closing technique • call flow • features and benefits • greeting etiquette • pricing • product/service features • regulatory, legislative and organisational requirements
<i>Sources of information</i> may include:	<ul style="list-style-type: none"> • brochures and pamphlets • campaign briefs • internet and intranet • instruction or product manuals
<i>Enterprise policies and procedures</i> may include:	<ul style="list-style-type: none"> • scope of the services to be provided • financial and decision making delegations • referral/escalation paths
<i>Equipment and systems</i> may include:	<ul style="list-style-type: none"> • computer equipment - may be modified for use by people with a disability • information management systems • telecommunications equipment - may be modified for use by people with a disability • workflow management systems
<i>Customer retention options</i> may include:	<ul style="list-style-type: none"> • loyalty programs or incentives • offering value added services or products • re-contracting • special offers as determined by the enterprise

RANGE STATEMENT	
	from time to time
<i>Outsource environment</i> may include:	<ul style="list-style-type: none"> customer contact environment servicing customers of another enterprise or business unit by agreement customer contact environment taking contacts for multiple enterprises customer contact environment taking overflow calls for another enterprise
<i>Relevant legislation, codes, regulations and standards</i> may include:	<ul style="list-style-type: none"> Consumer Credit Code Do Not Call Register equal employment opportunity and anti-discrimination legislation Freedom of Information industry specific codes, regulations and legislation occupational health and safety legislation Privacy Act Trade Practices Act
To <i>respond appropriately</i> participants may be required to:	<p>record details in enterprise system/s</p> <p>discuss, agree and record supply arrangements with customer</p> <p>discuss and agree on payment options with customer</p> <p>conduct a credit check</p>

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Stakeholder Relations - Contact Centre Operations
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Co-requisite units

Co-requisite units		