



Australian Government

Department of Education, Employment and Workplace Relations

BSBCCO202A Conduct data collection

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to collect primary data for market research and opinion poll research activities by telephone or similar means.</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 that engages in market research and data collection activities by using the telephone.</p> <p>Competence in this unit requires demonstration of effective data collection within organisation guidelines, developing rapport with customers to ensure accuracy of data collected, and accurately recording data collected.</p> <p>Work is undertaken with some supervision and guidance.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

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 data collection	1.1. Study and clarify survey questions and <i>call/contact guide</i> 1.2. Discuss <i>operational boundaries</i> and fulfilment processes with relevant personnel 1.3. Review and develop a clear understanding of the relevant legislation, codes, regulations and standards that apply to contact 1.4. Develop proficiency in the use of the <i>technology</i> being utilised 1.5. Identify source of call targets 1.6. Review and develop a clear understanding of the calling strategy
2. Conduct data collection for research/survey	2.1. Make calls in the most efficient manner possible 2.2. Follow the call/contact guide within operational boundaries 2.3. Establish customer availability and willingness to participate in research 2.4. Inform customer of survey details, purpose and approximate time survey will take 2.5. Accurately record customer responses 2.6. Answer customer queries or refer to appropriate person 2.7. Observe relevant legislation, codes, regulations and standards throughout contact 2.8. Undertake work in a manner that is safe to self and co-workers
3. Record campaign results	3.1. <i>Record outcomes</i> and present results in accordance with policy 3.2. Record, report and action difficulties encountered in accordance with policy 3.3. Assess and analyse performance against agreed targets 3.4. Amend <i>database</i> where applicable

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- interpersonal skills to engage customer to effectively respond to survey
- listening skills to identify when clarification is required or if customer is not sure of question or response
- literacy skills to communicate effectively, to clearly articulate questions and to accurately record findings of survey
- numeracy skills to accurately and efficiently read and manipulate data
- self-management skills to remain enthusiastic and positive even after difficult contacts
- time management skills to ensure call targets are achieved and work is prioritised.

Required knowledge

- data collection techniques
- design and requirements of good market surveys or research
- enterprise policies, procedures and guidelines as they apply to customer contact and data collection
- relevant legislation, codes, regulations and standards that apply to data collection
- operational systems and technology employed in data collection.

Evidence Guide

EVIDENCE GUIDE	
<p>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.</p>	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • meeting of agreed call/data collection targets • accurate application of prepared call guide • accurate recording of data • successful handling of difficulties incurred during campaign • knowledge of relevant legislation, codes, regulations and standards that apply to data collection.
Context of and specific resources for assessment	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> • access to workplace information and data • access to relevant legislation, standards and guidelines • access to performance management and quality assurance documentation and records.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate • review of documentation of actual performance against target • direct observation of adherence to call/contact guide • review of accuracy and quality of data recorded • direct observation of dealing with difficult contact • review of quality assurance records.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> • BSBCCO201A Action customer contact.

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>Call/contact guide</i> may include:	<ul style="list-style-type: none"> • call closing technique • call flow • features and benefits • greeting etiquette • product/service features • regulatory, legislative and organisational requirements
<i>Operational boundaries</i> may include:	<ul style="list-style-type: none"> • discretion to deviate from call/contact guide • guidelines and parameters within which a telemarketer can operate • limits of interchange with the customer • mandatory and voluntary requirements • relevant regulatory, legislative and organisational requirements
<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
<i>Technology</i> may include:	<ul style="list-style-type: none"> • telecommunications (e.g. telephone, business system, PABX) - may be modified for use by people with a disability • interactive medium and information based (e.g. computer) - may be modified for use by people with a disability
<i>Recording outcomes</i> may include entry of data which may be:	<ul style="list-style-type: none"> • on prepared form • paper-based • via electronic means e.g. computer

RANGE STATEMENT*Database* may include:

- business directory
- enterprise records
- sales records
- telephone directories

Unit Sector(s)**Unit sector****Competency field****Competency field**

Stakeholder Relations - Contact Centre Operations

Co-requisite units**Co-requisite units**
