BSBCCO307A Work effectively in customer contact

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with *BSB07 Business Training Package version 6.0*

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to conduct customer contact operations. It requires an understanding of organisational requirements, expectations, policies and procedures.

Application of the Unit

This unit applies to activity in a customer contact environment.
This work is undertaken with some supervision and guidance.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
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.*

Elements and Performance Criteria

1. Identify requirements of the customer contact role	1.1 Identify *specific customer contact operations* and relate these to the industry-wide context
	1.2 Identify the role of customer contact in relation to the organisation
	1.3 Identify personal customer contact role and operations
	1.4 Relate personal operations to organisation's customer contact objectives
	1.5 Identify the major components of the *customer contact infrastructure*
	1.6 Relate personal operations to customer contact infrastructure
2. Manage personal performance	2.1 Use available resources, *systems* and support effectively
	2.2 Identify *key performance indicators* (KPIs) and comply with *organisational processes* and reporting protocols, policies and procedures
	2.3 Comply with *organisational, regulatory and legislative requirements*
	2.4 Identify personal *performance requirements* and expectations and adopt strategies to achieve them
	2.5 Identify and participate in performance management and development processes
3. Maintain a professional approach to employment	3.1 Display a positive and ethical approach to employment and role
	3.2 Identify realistic short- and long-term career objectives
	3.3 Relate personal capabilities to current role and career objectives
	3.4 Identify strategies for projecting a *professional image* in current role
	3.5 Contribute to the promotion of the organisation and its staff to customers
4. Participate in a workplace team	4.1 Identify team member roles and team structure and interact cooperatively with team members
	4.2 Recognise, acknowledge and contribute to the formation and achievement of team objectives
	4.3 Recognise and respond positively to conflict within team
	4.4 Provide feedback to enhance team performance

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Required Skills and Knowledge

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

Required skills

- communication skills to articulate effectively in the work environment
- goal setting and planning skills to achieve performance targets
- interpersonal skills to establish rapport and build relationships with clients, team members and stakeholders
- planning and organising skills to manage own tasks within required timeframes
- problem-solving skills to show independence and initiative in identifying and effectively solving conflict and problems
- self-management skills to:
    - comply with policies and procedures
    - proactively strive and self-evaluate for high standards of performance and behaviour
    - seek learning and development opportunities
- teamwork skills to contribute positively to the team.

Required knowledge

- customer base, company products and services
- discipline required in a customer contact environment, including:
    - adherence to schedule and rostering requirements
    - performance management
- industry-specific regulatory and legislative requirements in relation to customer service
- occupational health and safety (OHS) policies and guidelines
- operational systems used within scope of role
- organisational mission, business goals and standards
- organisational policies, procedures and guidelines in relation to customer service requirements
- scope of customer contact operations
- specific work role and key relationships.

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 ability to: • demonstrate professional performance, compliance and adherence to KPIs in contact centre role • demonstrate effective teamwork • demonstrate knowledge of industry-specific regulatory and legislative requirements and how they apply to work performance.
Context of and specific resources for assessment	Assessment must ensure access to: • relevant information, such as organisational policies, standard operating procedures, performance management guidelines, role position descriptions, and organisational charts • peer and line manager feedback • contact centre environment to observe performance.
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 of the candidate working effectively within contact centre environment • oral and/or written questioning to assess knowledge of centre operations and own role • oral and/or written questioning to assess knowledge of regulatory and legislative requirements • review of quality assurance and training records • review of performance management and development documentation • review of peer and line manager feedback.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • BSBWOR201A Manage personal stress in the workplace.

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.

Specific customer contact operations may include:	- customer support - data collection - information services - marketing - sales - service provision - combinations of the above.
Customer contact infrastructure may include:	- automatic call distribution system - contact management systems - information technology networks and software systems - interactive voice recognition systems - internet and intranet services - other centre-specific systems - service level and call data reporting systems - security systems - telephony equipment.
Systems may include:	- automated call distribution (ACD) - customer relationship management (CRM) - complaint management database - information database - knowledge management applications - schedules - voice over IP applications.
Key performance indicators may include:	- those on customer satisfaction - those on customer effort - monitoring time taken to answer calls - operating within reporting protocols - score tools, such as net promoter - understanding metrics.
Organisational processes may include:	- attending to forecasted calls - working in a team.
Organisational, regulatory and	- code of conduct - Do Not Call Register

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legislative requirements may include:	• industry-specific regulatory codes and guidelines • OHS • quality management and assurance • Privacy Act • Trade Practices Act/Competition and Consumer Act.
Performance requirements may include:	• adherence to schedule • call rates • conversion rates • customer satisfaction • data entry quality requirements • first contact resolution • quality targets • sales targets.
Professional image may include:	• appearance and dress standards • commitment to customer service • commitment to team and centre goals • manner of communications • positive attitude.

Unit Sector(s)

Stakeholder relations – customer service

Custom Content Section

Not applicable.