![Australian Government - Department of Education, Employment and Workplace Relations]

BSBCCO601A Optimise customer contact operations

Revision Number: 1

BSBCCO601A Optimise customer contact operations

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to use data and statistical tools to monitor and optimise customer contact processes.
	No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit	This unit applies in a customer contact environment where a variety of statistical control tools are used in monitoring and optimising customer contact operations.
	Competence in this unit requires comprehensive knowledge of customer contact operations, and the statistical tools and methodology required to optimise operations.
	This work is undertaken by specialists, team leaders or managers, depending on the size and structure of the centre.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.

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.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Analyse customer contact processes using statistical tools	1.1. Identify *customer contact processes* requiring analysis
	1.2. Measure the impact of these processes on *service levels* or other indicators using statistical tools
	1.3. Derive tolerance levels for processes
	1.4. Calculate upper and lower control limits from data
	1.5. Investigate reasons for performance outside of control limits
2. Rectify productivity impediments	2.1. Conduct a qualitative and quantitative analysis of current *productivity* against organisational standards and aims
	2.2. Identify causes of productivity impediments
	2.3. Apply service quality and quality management tools to minimise impediments
	2.4. Confirm that operations achieve productivity standards
3. Conduct a process review	3.1. Identify all components of the process under review
	3.2. Analyse and modify process to achieve improved performance using *graphical techniques*
	3.3. Trial and revise modified process to meet organisational efficiency standards
	3.4. Accurately document revised process using graphical techniques
4. Benchmark customer contact operations	4.1. Identify appropriate target area/s for process improvement
	4.2. Research and nominate *benchmarking organisation/s* that demonstrate relevant best practice
	4.3. Document relevant best practice processes used by benchmarking organisation/s
	4.4. Identify processes from benchmarking organisation/s that can be adopted
	4.5. Identify relevant benefits and risks associated with implementing new processes
	4.6. Adapt best practice processes to meet enterprise conditions
	4.7. Identify and document appropriate performance indicators for evaluation of the new processes

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- analytical skills to analyse relevant workplace information and data, and to make observations of workplace tasks and interactions between people, their activities, equipment, environment and systems
- consultation and negotiation skills to develop plans, and to implement and monitor designated actions
- information technology skills to access and use information and data, and to produce reports and graphical representations
- interpersonal skills to establish rapport; to build relationships with clients, team members and stakeholders; to establish relevant networks (internal and external)
- leadership skills to gain the trust and confidence of colleagues and stakeholders
- literacy skills to clearly communicate and articulate information across all communication media
- numeracy skills to calculate, manipulate and validate data and statistics
- organisational skills to manage own tasks within timeframes
- problem-solving skills to create innovative solutions to problems
- project management skills to achieve continuous improvement and to conduct action planning.

Required knowledge

- at least one complete suite of statistical control systems
- benchmarking principles
- customer contact processes and the range of channels available
- customer service principles and processes
- operating variables within customer contact operations
- principles of statistics, statistical process control and underpinning statistical calculations
- process review and documentation principles
- project management principles
- quality management and related process control methods.

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: • statistical reports of contact centre process performance • explanation or demonstration of process improvement strategies • records of customer contact productivity measures • explanation of productivity improvement methodology • knowledge of quality management and related process control methods.
Context of and specific resources for assessment	Assessment must ensure: • access to workplace information and data • access to information, reporting and databases for analysis activities • access to relevant standards and guidelines • access to benchmarking analysis and improvement plans.
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 • review of process documentation • analysis of peer and line management feedback • review of statistical reports of contact centre process performance • analysis of process improvement strategies • review of records of customer contact productivity measures • analysis of explanation of productivity improvement methodology • review of graphical records of customer contact processes

EVIDENCE GUIDE

	• review of records of analysis for operations benchmarking.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • BSBCCO602AManage customer contact information • BSBITA601AConfigure and optimise customer contact technology.

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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.	
Customer contact processes may include:	• email or other electronic communications • face-to-face contact • facsimile or other written communications • inbound or outbound telephone contact • service and sales support processes
Service levels may include predetermined conditions for customer contact service including:	• call duration • call wait time • percentage of calls answered within specified time period (e.g. 70% of calls answered within 30 seconds) • service guarantees • speed of response
Productivity may include:	• average speed of answer • first call resolution • measuring calls per day, week or hour • measuring financial returns, sales volumes or services provided • overall performance of the customer contact operation • service level results
Graphical techniques may include:	• fishbone diagrams • flowcharts • Gantt or Pert charts • maps • Pareto charts
Benchmarking organisations may include:	• best practice organisations - may be in an unrelated industry • competitors • organisations in same industry • organisations with similar functions

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Unit Sector(s)

Unit sector	

Competency field

Competency field	Stakeholder Relations - Contact Centre Operations

Co-requisite units

Co-requisite units		