



Australian Government

Department of Education, Employment and Workplace Relations

BSBCCO603B Design and launch new customer contact facilities

Release: 1

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Modification History

Release	Comments
Release 1	<p>This version first released with <i>BSB07 Business Training Package version 6.0</i></p> <p>Revised unit. Required skills updated to focus on learning and development practices and compliance with policy and procedures.</p> <p>Replaces BSBCCO603A Design and launch new customer contact facilities</p>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to design and establish new customer contact facilities.

Competence in this unit requires knowledge of the technology required, the human resources, the legislative and regulatory requirements – including occupational health and safety (OHS) requirements, organisational standards and guidelines, and global best practice in design and features of customer contact facilities.

Application of the Unit

This unit applies to the design and establishment of new customer contact facilities, including both new centres and substantial enhancement of existing centres.

In the first instance this unit will typically apply to a new contact centre. However, it may also include a substantial upgrade in technology and physical resources to an existing contact centre or the introduction of a significant increase in capacity of an existing contact centre.

This work is undertaken by staff with managerial responsibility, but it may also be undertaken by specialist staff (e.g. operations manager, project manager), depending on the size and structure of the organisation.

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

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>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.</i>

Elements and Performance Criteria

1. Identify design elements	<p>1.1 Analyse role and business needs of proposed customer contact facility</p> <p>1.2 Define general characteristics of customer contact facility</p> <p>1.3 Identify <i>design elements</i> to meet business needs</p> <p>1.4 Confirm analysis with <i>stakeholders</i></p>
2. Develop detailed specifications	<p>2.1 Review facility design principles to confirm appropriateness of design</p> <p>2.2 Delegate facility design elements to appropriately experienced specialist/s for detailed specification</p> <p>2.3 Benchmark facility design against world-class standards to demonstrate appropriateness of specifications</p> <p>2.4 Confirm design specifications with stakeholders</p>
3. Evaluate resources	<p>3.1 Identify budgetary limits for facility</p> <p>3.2 Identify suitable resources available from organisation's preferred suppliers</p> <p>3.3 Identify suitable alternative resources and suppliers for each design aspect</p> <p>3.4 Conduct comparative analysis of each alternative</p> <p>3.5 Recommend resources for each design aspect</p>
4. Integrate design components	<p>4.1 Prepare viable project management plan for the integration of new facility resources</p> <p>4.2 Use <i>project management tools</i> throughout the integration process</p> <p>4.3 Prepare contingency plans to meet all reasonable costs</p> <p>4.4 Develop effective <i>testing procedures and plans</i> for all resources</p> <p>4.5 Maintain vigilance over budget, quality of supplied resources, and quality of work</p> <p>4.6 Communicate progress and concerns arising to senior management in a timely way</p>
5. Launch customer contact facility	<p>5.1 Prepare viable project management plan for the <i>launch of the new customer contact facility</i></p> <p>5.2 Use project management tools throughout launch process</p> <p>5.3 Communicate launch parameters to relevant stakeholders</p> <p>5.4 Establish pre-launch operational test procedures and launch</p>

	<p>plans</p> <p>5.5 Supervise launch to completion according to plans and contingencies</p> <p>5.6 Review launch and debrief stakeholders to plan <i>follow-up actions</i></p>
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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 make recommendations accordingly
- communication skills to:
 - conduct formal and informal meetings
 - communicate with clients and personnel at all levels
- consultation and negotiation skills to develop, implement and monitor plans
- literacy skills to prepare reports containing complex ideas and concepts
- numeracy skills to:
 - carry out analysis of statistics and data
 - manage budgetary resources
- planning and organising skills to manage own tasks within required timeframes
- presentation skills to:
 - articulate information, expectations and ideas clearly
 - research and present on complex issues, such as regulatory and legislative requirements
- project management skills to manage the complexities and scope of a large project
- risk assessment and management skills to understand the impacts and risks associated with the project
- self-management skills to:
 - comply with policies and procedures
 - seek learning and development opportunities
 - technology skills to manage data and information.

Required knowledge

- benchmarking methodology
- change management principles
- legislative, regulatory and organisational requirements for customer contact facilities
- principles of testing procedures and plans
- principles underpinning contact centre design at both the technology level and the human level, such as:
 - emerging technologies
 - ergonomics of office design
 - hardware and telecommunications services
 - software systems
- project management principles
- research methods using a range of information sources
- risk management principles
- sources of information, guidance and support for the project
- systems and physical resources used effectively in customer contact environments.

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	<p>Evidence of the ability to:</p> <ul style="list-style-type: none"> • design, project manage, implement and launch a new or significantly re-engineered customer contact facility • demonstrate knowledge of legislative, regulatory and organisational requirements that cover the task.
Context of and specific resources for assessment	<p>Assessment must ensure access to:</p> <ul style="list-style-type: none"> • information and databases for analysis activities • relevant legislation, regulations, standards and guidelines • stakeholder and staff satisfaction feedback. <p>It is unlikely that competence could be assessed in a simulated environment. A significant degree of delegation of tasks to specialists may be required.</p>
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 all aspects of project plan, including achieved timeframes • analysis of stakeholder and staff satisfaction feedback • review of benchmarking activities • review of testing program, plan and results • review of OHS, regulatory and legislative compliance • review of budget–actuals to forecast or business case • review of communication materials used in consultation with various types of stakeholders • review of documentation of design specifications, including explanations of personal inputs.
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"> • BSBCCO601B Optimise customer contact operations • BSBCCO602B Manage customer contact information

	• BSBCCO608B Manage customer contact operational costs.
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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>Design elements</i> may include:	<ul style="list-style-type: none"> • customer service strategies • external services, such as telecommunications • human resources • physical resources, including OHS considerations • software • technology, including systems and telephony.
<i>Stakeholders</i> may include:	<ul style="list-style-type: none"> • finance department • human resources and OHS • information technology department • internal and external customers and vendors • property and facilities department • senior management.
<i>Project management tools</i> may include:	<ul style="list-style-type: none"> • communication and knowledge management applications • costing applications • quality control applications • risk assessment and management applications • scheduling applications • tracking applications.
<i>Testing procedures and plans</i> may include:	<ul style="list-style-type: none"> • development of test scenarios • development of work instructions • end-to-end testing of resources • predetermined parameters for determining success or failure of testing • regression testing ('what if' scenarios) • remedial plan for unsuccessful test results • schedule of testing in lead-up to opening • stakeholder sign-off • user acceptance testing.
<i>Launch of the new customer contact facility</i> may include:	<ul style="list-style-type: none"> • adjusting systems to meet contingencies • demonstrating new facilities and systems to stakeholders, including management, clients and staff • initial use of new systems and facilities • transferring from existing systems to new systems.

<i>Follow-up actions</i> may include:	<ul style="list-style-type: none">• adjusting the overall design• adjusting the set-up of specific resources• reporting to stakeholders, regardless of the degree of success of the launch.
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Unit Sector(s)

Stakeholder relations – contact centre operations

Custom Content Section

Not applicable.