Australian Government

Department of Education, Employment and Workplace Relations

BSBIND101A Work effectively in a contact centre environment

Revision Number: 1

INDUSTRY SKILLS COUNCILS
Creating Australia's Future

BSBIND101A Work effectively in a contact centre environment

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to assimilate into the operations of a customer contact centre.
	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 requires an understanding of working in a contact centre environment, organisational and centre requirements, policies and procedures, centre structures and expectations.
	Competence in this unit requires understanding of contact centre operations and requirements.
	This work is undertaken with some supervision and guidance.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

     Innovation and Business Skills Australia

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. Relate own role to contact centre operations	1.1. Identify *specific contact centre operations* and relate these to the industry wide context 1.2. Identify the role of the contact centre in relation to the organisation 1.3. Identify personal contact centre role and operations 1.4. Relate personal operations to whole of contact centre objectives 1.5. Identify major components of the *contact centre infrastructure* 1.6. Relate personal operations to contact centre infrastructure
2. Manage personal performance	2.1. Recognise and use available resources and support effectively 2.2. Identify contact centre organisational structure and operate within its reporting protocols, policies and procedures 2.3. Comply with *organisational*, *regulatory and legislative requirements* 2.4. Identify personal *performance requirements* and expectations 2.5. Adopt strategies to achieve performance requirements 2.6. Recognise and participate in performance management and development processes
3. Maintain a professional approach to employment	3.1. Display a positive 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. Display appropriate behaviours and commitment to ethics 3.5. Identify strategies for projecting a *professional image* in current role 3.6. Contribute to the promotion to customers and clients of the centre, organisation and its staff
4. Participate in a workplace team	4.1. Accurately identify team member roles and team structure 4.2. Interact cooperatively with team members 4.3. Recognise, acknowledge and contribute to the

ELEMENT	PERFORMANCE CRITERIA
	achievement of team objectives
	4.4. Contribute to the formation of team objectives
	4.5. Recognise and respond positively to conflict within team
	4.6. Provide feedback to enhance team performance

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- goal setting and planning skills to achieve performance targets
- interpersonal skills to establish rapport and to build relationships with clients, team members and stakeholders
- literacy skills to communicate and articulate effectively within the work environment
- organisational skills to manage own tasks and timeframes
- problem-solving skills to show independence and initiative in identifying and effectively solving problems
- self-management skills to pro-actively strive and to self-evaluate for high standards of performance and behaviour
- teamwork skills to contribute positively to the team.

Required knowledge

- customer base, company products and services
- disciplines required in a customer contact environment (including adherence to schedule, rostering, performance management)
- industry specific regulatory and legislative requirements
- 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
- scope of customer contact operations
- specific work role and key relationships.

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: • examples of compliance with organisational, regulatory and legislative requirements • demonstration of professional performance in contact centre role • demonstration of effective team work • knowledge of industry specific regulatory and legislative requirements.
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, organisational charts • access to peer and line manager feedback • access to 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	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended,

EVIDENCE GUIDE	
assessment	for example: • BSBWOR201A Manage personal stress in the workplace.

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.	
Specific contact centre operations may include:	• customer support • data collection • information services • marketing • sales • service provision • combinations of the above
Contact centre infrastructure may include:	• automatic call distribution system • contact management systems • physical contact centre environment • 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
Organisational, *regulatory and legislative requirements* may include:	• code of conduct • Do Not Call Register • industry specific regulatory codes and guidelines • OHS • quality management/assurance • Privacy Act • Trade Practices Act
Performance requirements may include:	• adherence to schedule • behaviours • call rates • conversion rates • customer satisfaction • data entry quality requirements

RANGE STATEMENT	
	• 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)

Unit sector	

Competency field

Competency field	Industry Capability - Industry Context

Co-requisite units

Co-requisite units		

Innovation and Business Skills Australia