



Australian Government

BSBCUE403 Schedule customer engagement activity

Release: 1

BSBCUE403 Schedule customer engagement activity

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to schedule customer engagement activity and manage customer engagement schedules using manual and electronic systems.

It applies to individuals who need to solve a defined range of unpredictable problems, analyse and evaluate information from a variety of sources, and who may provide leadership and guidance to others with some limited responsibility for the output of others.

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

Unit Sector

Stakeholder Relations – Customer Engagement

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Analyse engagement traffic data	1.1 Access engagement traffic data 1.2 Identify engagement traffic patterns over short and long intervals 1.3 Identify anomalies and non-recurring events in engagement patterns
2 Review forecasting and planning	2.1 Incorporate identified range of contact centre or customer engagement phenomena into resource planning 2.2 Incorporate issues arising from impact of customer engagement phenomena when forecasting and planning
3 Plan labour	3.1 Determine basic inputs to queuing tools

ELEMENT	PERFORMANCE CRITERIA
requirements	3.2 Calculate resources required using queuing tools 3.3 Adjust results to account for quantitative and qualitative factors 3.4 Schedule levels of forecasted call and engagement traffic 3.5 Maximise operational efficiency and customer service levels in schedules while minimising wage costs 3.6 Use available skill base appropriate to schedule most effective use of human resources 3.7 Communicate schedules to staff within designated timelines

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Writing	3.7	Records scheduling information clearly and accurately
Oral Communication	3.7	Participates in exchanges with relevant others using clear and concise language to convey and confirm information
Numeracy	1.2, 1.3, 2.1, 3.2, 3.3, 3.5	- Interprets relatively complex operational data to perform calculations and forecast call and contact traffic levels - Calculates scheduling requirements and related labour costs, making adjustments for circumstances that affect efficiency and cost minimisation goals
Get the work done	1.1, 1.3, 2.1, 2.2, 3.1, 3.2, 3.4-3.7	- Uses logical steps to perform resource planning; identifying, extracting and evaluating relevant information - Uses analytical processes and problem-solving techniques to predict customer contact scheduling requirements with consideration of expected and unexpected circumstances in business operations - Considers staff skill-base when making decisions about scheduling to maximise efficiency and effectiveness, and manages related communication - Uses a range of digitally based information systems and applications to access and filter data, and extract,

		organise and integrate information to plan staff scheduling and maintain call centre efficiencies
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBCUE403 Schedule customer engagement activity	BSBCCO403A Schedule customer contact activity	Updated to meet Standards for Training Packages Name changed to reflect industry practice	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBCUE403 Schedule customer engagement activity

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Performance Evidence

Evidence of the ability to:

- prepare customer engagement schedules demonstrating effective use of key features of contact traffic measurement systems
- analyse and use staff skill-base for efficient scheduling and maintenance of reasonable salary costs.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- describe budgeting principles
- identify engagement traffic measurement systems
- outline operating environment requirements and objectives
- identify organisational communication methods and protocols
- identify queuing and forecasting tools
- describe techniques for scheduling call and engagement traffic.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the stakeholder relations – customer engagement field of work and include access to:

- information and databases for analysis activities
- standards and guidelines in relation to customer engagement scheduling.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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