



Australian Government

BSBCUE601 Optimise customer engagement operations

Release: 1

BSBCUE601 Optimise customer engagement operations

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 use data and statistical tools to monitor and optimise customer contact processes.

It applies to individuals who analyse, design and execute judgements using wide- ranging technical, creative, conceptual or managerial competencies and who are often accountable for group outcomes.

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 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

ELEMENT	PERFORMANCE CRITERIA
	impediments 2.4 Confirm that operations achieve productivity standards
3 Conduct a process review	3.1 Identify 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 Document revised process using graphical techniques
4 Benchmark customer contact operations	4.1 Identify appropriate target areas for process improvement 4.2 Research and nominate benchmarking organisations that demonstrate relevant best practice 4.3 Document relevant best-practice processes used by benchmarking organisations 4.4 Identify processes from benchmarking organisations 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

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
Reading	1.1, 3.1, 4.2	- Recognises and interprets textual information to establish processes and confirm understanding - Identifies, analyses and evaluates complex texts to determine best practice
Writing	3.2, 3.4, 4.3, 4.4, 4.7	- Prepares information which incorporates specialised language in a format and style appropriate to audience and context - Records information incorporating evaluations and

		recommendations for future improvements
Numeracy	1.2, 1.3, 1.4, 2.1, 2.4, 3.2, 3.4, 4.7	- Extracts, evaluates and compares numerical information - Uses mathematical formulae and calculations to estimate and plan project costs and timeframes
Get the work done	1.1, 1.2, 1.5, 2.2, 2.3, 2.4, 3.1-3.3, 4.1, 4.2, 4.4-4.7	- Sequences and schedules complex activities, monitors implementation and manages relevant communication - Uses formal analytical and lateral-thinking techniques to identify issues, generate possible solutions and decide on most appropriate option - Uses digital tools to access, analyse and organise complex data - Considers new ways to model, visualise, interact with and present complex information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBCUE601 Optimise customer engagement operations	BSBCCO601B Optimise customer contact operations	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 BSBCUE601 Optimise customer engagement operations

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Performance Evidence

Evidence of the ability to:

- monitor and optimise customer contact processes
- analyse customer contact processes using statistical tools and graphical techniques
- investigate reasons for performance outside of control limits and impediments to productivity
- conduct a qualitative and quantitative analysis against the organisational standards
- review, trial and modify processes
- benchmark the operations including researching and documenting best practice processes, performing a risk/benefit analysis on possible approaches, implementing the improvements and documenting new performance indicators
- analyse statistical reports of contact centre process performance, explaining or demonstrating process improvement strategies and productivity improvement methodology
- analyse records of customer contact productivity measures, demonstrating knowledge of quality management and related process control methods.

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 one complete suite of statistical control systems
- explain benchmarking principles
- identify customer contact processes and the range of channels available
- describe customer service principles and processes
- identify operating variables within customer contact operations
- explain principles of statistics, statistical process control and underpinning statistical calculations

- identify process review and documentation principles
- explain project management principles
- explain quality management and related process control methods.

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, reporting and databases for analysis activities
- relevant standards and guidelines
- benchmarking analysis and improvement plans
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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