



Australian Government

BSBCUE603 Design and launch new customer engagement facilities

Release: 1

BSBCUE603 Design and launch new customer engagement facilities

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 design and establish new customer engagement facilities and substantial enhancement of existing centres.

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 Identify design elements	1.1 Analyse role and business needs of proposed customer contact facility 1.2 Define general characteristics of customer contact facility 1.3 Identify design elements to meet business needs 1.4 Confirm analysis with stakeholders
2 Develop detailed specifications	2.1 Review facility design principles to confirm appropriateness of design 2.2 Delegate facility design elements to appropriately experienced specialist/s for detailed specification

ELEMENT	PERFORMANCE CRITERIA
	2.3 Benchmark facility design against world-class standards to demonstrate appropriateness of specifications 2.4 Confirm design specifications with stakeholders
3 Evaluate resources	3.1 Identify budgetary limits for facility 3.2 Identify suitable resources available from organisation's preferred suppliers 3.3 Identify suitable alternative resources and suppliers for each design aspect 3.4 Conduct comparative analysis of each alternative 3.5 Recommend resources for each design aspect
4 Integrate design components	4.1 Prepare viable project management plan for the integration of new facility resources 4.2 Use project management tools throughout the integration process 4.3 Prepare contingency plans to meet all reasonable costs 4.4 Develop effective testing procedures and plans for all resources 4.5 Maintain vigilance over budget, quality of supplied resources, and quality of work 4.6 Communicate progress and concerns arising to senior management in a timely way
5 Launch customer contact facility	5.1 Prepare viable project management plan for the launch of the new customer contact facility 5.2 Use project management tools throughout launch process 5.3 Communicate launch parameters to relevant stakeholders 5.4 Establish pre-launch operational test procedures and launch plans 5.5 Supervise launch to completion according to plans and contingencies 5.6 Review launch and debrief with stakeholders to plan follow-up actions

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, 2.1, 3.2, 3.3	Recognises and evaluates complex texts to determine key information according to stakeholder requirements
Writing	1.2, 2.3, 3.4, 3.5, 4.1, 4.4, 5.1, 5.4, 5.6	- Prepares information which incorporates specialised language in a designated format and style appropriate to a specific audience - Prepares specific information which conveys an understanding of outcomes and alternatives and uses terminology appropriate to present to relevant personnel
Oral Communication	2.2, 2.4, 4.6, 5.3, 5.5, 5.6	- Presents information to a range of audiences using appropriate structure and language - Uses questioning and active listening to clarify or confirm understanding
Numeracy	1.2, 1.3, 2.1, 3.1, 3.2, 3.4, 4.1, 4.2, 4.3, 4.4, 4.5, 5.1	- Extracts, evaluates and compares numerical information - Applies mathematical methodologies and calculations to analyse, test and interpret data and draw conclusions
Interact with others	1.4, 2.4, 4.6, 5.6	Demonstrates an understanding of what to communicate, with whom and how, in relation to stakeholders and senior management
Get the work done	1.1-1.3, 2.1-2.3, 3.1-3.5, 4.1-4.6, 5.1-5.6	- Develops plans for complex, high-impact projects with strategic implications and specific timeframes that involve a diverse range of stakeholders with potentially competing demands - Uses systematic, analytical processes for planning and managing complex activities, setting goals, gathering relevant information, and identifying and evaluating options against agreed criteria - Uses analytical processes to decide on a course of action, establishing criteria for deciding between options - Recognises the potential of new approaches to enhance work practices and outcomes - Uses digital tools to access, analyse and organise complex data

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBCUE603 Design and launch new customer engagement facilities	BSBCCO603B Design and launch new customer contact facilities	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 BSBCUE603 Design and launch new customer engagement facilities

Modification History

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

Performance Evidence

Evidence of the ability to:

- design and establish or substantially enhance a customer engagement facility including
 - researching the requirements based on the business needs
 - developing detailed specifications by delegating to and managing specialists
 - managing the physical and human resources
- consult with stakeholders throughout the development process to confirm the requirements and specifications, report concerns and review and debrief
- prepare a viable project management plan and use project management tools for the development, testing and launch of the facility
- develop testing procedures and plans for all resources
- plan follow-up actions after the launch.

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:

- identify legislative, regulatory and organisational requirements for customer engagement facilities
- outline principles underpinning contact centre design at both the technology level and the human level with reference to:
 - emerging technologies
 - ergonomics of office design
 - hardware and telecommunications services
 - software systems
- identify sources of information, guidance and support for the project
- identify systems and physical resources used in customer contact facilities

- explain project management principles
- describe research methods using a range of information sources
- describe risk management principles and practices.

Assessment Conditions

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

- relevant legislation, regulations, standards and guidelines
- organisational business plans and policies
- specifications of resources used in customer engagement facilities
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

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