



Australian Government

BSBCUE607 Manage customer engagement centre staffing

Release: 1

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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 maintain stable and productive staffing levels in a business unit within a customer engagement centre, including the recruitment, induction, retention and training and regulatory and legislative compliance of staff.

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 Develop and apply recruiting and staff retention strategies	1.1 Develop and maintain job descriptions for customer engagement roles 1.2 Develop and maintain position profiles for customer engagement roles 1.3 Apply staff selection processes using interviewing techniques 1.4 Identify critical churn factors by analysing records of staff turnover and exit interviews 1.5 Introduce staff retention strategies to reduce churn

ELEMENT	PERFORMANCE CRITERIA
2 Manage induction and ongoing staff training	2.1 Arrange for staff skill levels to be audited 2.2 Arrange the identification of skill needs and skill gaps for all customer engagement roles 2.3 Distinguish between technology skill and customer service skill needs 2.4 Develop training plans to meet identified skill gaps 2.5 Identify suitable sources of training support 2.6 Arrange training programs to reduce skill gaps for all staff
3 Establish a performance-management program	3.1 Develop and maintain key performance indicators (KPIs) or competency sets for all staff 3.2 Agree on KPIs with each customer contact staff member 3.3 Plan and maintain review dates and data collection to enable performance management 3.4 Conduct performance reviews and produce personal development plans
4 Manage remuneration and incentive programs	4.1 Determine KPIs for individuals and groups 4.2 Set appropriate remuneration levels for job accountabilities and industry 4.3 Initiate incentive schemes using KPIs that are within the control of staff 4.4 Regularly review remuneration and incentive schemes to ensure effectiveness 4.5 Implement audit process to ensure integrity of programs
5 Manage compliance with statutory and regulatory requirements	5.1 Maintain personal and staff awareness of relevant statutory and regulatory requirements 5.2 Ensure total compliance with statutory and regulatory requirements 5.3 Identify, record and rectify breaches of statutory and regulatory requirements 5.4 Implement compliance training and review programs as required

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	1.4, 3.4, 4.4, 5.3, 5.4	Recognises and evaluates complex texts to determine key information
Writing	1.1, 1.2, 2.4, 3.1, 3.2, 3.4, 5.3	- Prepares documents in a designated format and style appropriate to a specific audience and purpose - Creates and maintains records in required format
Oral Communication	1.3, 3.2, 3.4	- Participates in interviews or discussions using appropriate structure and language for audience - Uses questioning and active listening to clarify or confirm understanding
Numeracy	1.4, 3.3	Uses basic mathematical formula to calculate whole numbers and decimals to determine and predict staffing levels and requirements
Navigate the world of work	5.1-5.4	Monitors adherence to legal and regulatory rights and responsibilities for self and others
Interact with others	3.2, 3.4	Provides feedback to others in forms they can engage with and respond to when conducting performance reviews
Get the work done	1.1, 1.2, 1.4, 1.5, 2.1-2.6, 3.1, 3.3, 4.1-4.5, 5.3, 5.4	- Develops flexible plans for complex, high-impact staffing management activities with strategic implications that involve a diverse range of stakeholders with potentially competing demands - Uses systematic, analytical processes in complex, staffing management situations, 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 in relation to staff training and development and incentive schemes - 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
BSBCUE607 Manage customer engagement centre staffing	BSBCCO607B Manage customer contact centre staffing	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 BSBCUE607 Manage customer engagement centre staffing

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Performance Evidence

Evidence of the ability to:

- write and maintain job descriptions, position profiles and key performance indicators for staff
- use interview techniques to select staff
- analyse records of staff turnover and exit interviews and identify strategies to reduce churn
- analyse staff training requirements and identify and fill skill gaps
- conduct performance reviews with staff and produce a personal development plans
- set, review and audit staff remuneration and incentive schemes and processes
- maintain compliance with statutory and regulatory requirements.

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:

- outline the legislative and regulatory context and organisational policy framework relevant to staffing
- explain the organisational recruitment process including:
 - role definition
 - selection criteria
 - direct and indirect assessment processes
- identify a range of reward and recognition strategies and initiatives
- describe skill auditing and training gap analysis methodologies
- outline strategies for the development of a positive compliance culture
- describe succession planning principles
- describe training program design principles.

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
- relevant legislation, regulations, standards and guidelines
- relevant workplace documentation and resources
- interaction with others
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

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