



Australian Government

BSBITA601 Configure and optimise customer contact technology

Release: 1

BSBITA601 Configure and optimise customer contact technology

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 establish optimal functionality and efficiency from technologies by configuring them to best suit operational needs.

It applies to individuals working at a managerial or specialist level and within a customer contact environment where complex technology is employed and where the configuring of this technology is undertaken on an ongoing basis to maximise efficiencies and benefits to the organisation.

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

Unit Sector

Information and Communications Technology – IT Analysis and Design

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 current capability of customer contact technology	1.1 Clearly specify the role of customer contact technology in customer contact operations 1.2 Recognise the scope of the functions supplied by the technology 1.3 Accurately align the capabilities of the technology to current and potential operational needs
2. Benchmark competing new technology applications	2.1 Identify specific operational needs that can be met by technology 2.2 Identify the range of functions and capabilities supplied by

ELEMENT	PERFORMANCE CRITERIA
	benchmarking competing technologies 2.3 Select critical features of competing technologies for analysis 2.4 Conduct an analysis of technologies using cost effective processes 2.5 Select or report on appropriate new technology by considering the analysis of critical features
3. Develop a customer contact system configuration	3.1 Identify and analyse business model to be facilitated by technology 3.2 Identify the required technology components 3.3 Identify all specific contact pathways to be managed by technology 3.4 Arrange configuration of technology to satisfy the business model and contact pathways 3.5 Develop comprehensive testing program to ensure delivery and reliability of new configuration 3.6 Evaluate configuration against business model dimensions
4. Develop a strategy to optimise current technology	4.1 Identify unused capacity in existing technology 4.2 Identify applications for unused capacity appropriate to operational or business model 4.3 Develop a strategy for exploiting additional capacity 4.4 Assess the cost and efficiency of the strategy against available resources and budget 4.5 Recommend a course of action in accordance with the assessment

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	1.2-1.3, 2.1-2.5, 3.1, 3.2, 3.4, 4.1-4.4	Interprets and analyses complex textual information to verify requirements and enhance system and user capabilities

Writing	1.1, 1.3, 2.3-2.5, 3.1-3.5, 4.1-4.3, 4.5	Prepares structured documents using appropriate specialised vocabulary to convey complex ideas, strategies and recommendations specific to the target audience
Oral Communication	1.1, 2.5, 4.5	Engages in discussions to establish requirements and presents relatively complex information clearly using appropriate language and non-verbal features
Numeracy	2.2, 2.4, 4.4	Comprehends, analyses and manipulates mathematical information for critical review and to achieve optimal outcomes
Navigate the world of work	1.3, 2.1, 3.4, 3.6, 4.2	Understands how own role contributes to the broader business and financial objectives of the organisation
Get the work done	1.1-1.3, 2.1-2.3, 2.5, 3.1-3.6, 4.1-4.3, 4.5	- Uses formal processes to identify key information and requirements, evaluate options and consider implementation issues and contingencies - Takes responsibility for high impact decisions in complex situations involving multiple variables and constraints - Actively identifies systems, devices and applications with potential to meet current and/or future needs - Uses a broad range of strategies to store, access and organise digital information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBITA601 Configure and optimise customer contact technology	BSBITA601A Configure and optimise customer contact technology	Updated to meet Standards for Training Packages	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 BSBITA601 Configure and optimise customer contact technology

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Performance Evidence

Evidence of the ability to:

- complete the analysis, benchmarking and configuration of customer contact technology
- develop and recommend an optimisation strategy for current technology
- manage effective written and verbal communication.

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 relevant benchmarking principles
- describe the budgeting and cost benefit analysis principles
- describe the business case preparation principles
- identify business objectives and goals
- describe the following customer contact technologies:
 - communications technologies
 - automatic call distributor (ACD) systems
 - interactive voice response (IVR) systems and databases
 - computer telephony integration (CTI) systems
 - prescriptive dialling, computer-based customer relationship management (CRM) systems
 - information management systems
- identify the needs of internal and external customers that must be considered when evaluating available customer contact technology
- outline sections of the operational budget and business plan relevant to customer contact technology implementation.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the information and communications technology – IT analysis and design field of work and include access to:

- workplace information, reporting and data
- stakeholder feedback
- case studies or, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

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