



Australian Government

BSBMGT618 Develop an engagement centre business plan

Release: 1

BSBMGT618 Develop an engagement centre business plan

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 develop, implement and maintain a business plan for a contact centre.

It applies to individuals who are required to develop, implement and maintain an effective business plan that achieves positive outcomes and supports the overall success and growth of the organisation. It requires understanding best practice, focusing on continuous improvement activities, and the justification and presentation of the plan to the organisation.

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

Unit Sector

Management and Leadership – Management

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 situation and evaluate alternatives	1.1 Use a broad range of information sources to identify best practice criteria and examples 1.2 Analyse current performance against best practice to identify improvement and business opportunities 1.3 Identify operating requirements and constraints imposed by internal and external customers and suppliers 1.4 Review and evaluate existing strategic and operating plans to identify opportunities for improvement 1.5 Propose viable alternatives to improve current situation and to exploit opportunities

ELEMENT	PERFORMANCE CRITERIA
2. Set objectives in alignment with corporate aims	2.1 Develop business objectives representing business needs and global trends 2.2 Identify business objectives which support corporate aims 2.3 Consult with key stakeholders and other relevant parties to ensure consensus on objectives 2.4 Ensure objectives reflect a competitive position in the global market
3. Prepare business plan	3.1 Develop a business plan based on agreed business objectives 3.2 Translate business objectives into a feasible strategy 3.3 Address all relevant operations in plans and justify any not addressed 3.4 Identify clear profitability, productivity and performance targets in line with objectives 3.5 Identify financial, physical and human resources requirements to implement strategies 3.6 Include appropriate feedback and customer satisfaction measurement methods in business plan 3.7 Comply with enterprise requirements for business planning 3.8 Identify risks posed by business plans 3.9 Incorporate risk management strategies for identified risks
4. Present business plan to senior management	4.1 Deliver an effective written and oral presentation of a business plan 4.2 Focus on critical aspects of the plan in the presentation 4.3 Articulate and resolve specific concerns and needs raised about the plan
5. Implement and maintain business plan	5.1 Communicate plan to team, engage team members with the plan and obtain buy in 5.2 Establish action plans, systems and processes to implement business plan 5.3 Conduct measurement programs to assess performance against business plan 5.4 Adjust systems or processes in response to performance variations to maintain business plan 5.5 Conduct regular substantive reviews of systems and processes 5.6 Communicate performance results and issues arising to

ELEMENT	PERFORMANCE CRITERIA
	relevant stakeholders

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	1.1-1.4, 2.1, 2.2, 2.4, 3.1-3.9, 4.1-4.3, 5.1-5.6	Gathers, interprets and analyses textual information when developing business plan and monitoring operational performance
Writing	1.2-1.5, 2.1-2.4, 3.1-3.9, 4.1-4.3, 5.1-5.6	- Communicates relationships between ideas and information, matching style of writing to purpose and audience - Prepares business plan for relevant stakeholders, according to organisational requirements
Oral Communication	1.3, 2.3, 4.1-4.3, 5.1, 5.6	- Provides information and ideas using language and features appropriate to the audience and context - Uses questioning and listening skills to identify concerns and specific needs
Numeracy	1.2, 2.1-2.4, 3.1, 3.2, 3.4, 3.5, 3.8, 3.9, 5.2, 5.3	Interprets and evaluates mathematical information to determine current performance levels, undertake measurements and develop objectives for business plan
Navigate the world of work	2.2, 3.7	Adheres to enterprise requirements, policies and procedures and considers own role for its contribution to broader goals of work environment
Interact with others	1.5, 2.3, 4.1-4.3, 5.1, 5.6	- Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how - Collaborates with others to achieve joint outcomes, playing a leading role in facilitating effective group interaction
Get the work done	1.1-1.4, 2.1, 2.2, 2.4, 3.1-3.6, 3.8, 3.9, 4.3, 5.2-5.5	- Uses logical planning processes and an increasingly intuitive understanding of context to organise and manage tasks required to achieve objectives - Uses problem-solving skills to identify and analyse issues that arise, and create solutions

		• Invests time in developing and shaping several options before making decisions, using a combination of lateral and analytical thinking to tailor and strengthen an idea to suit needs, risks, resources and constraints • Analyses outcomes of decisions to identify opportunities for improvements • Using digital systems and tools to gather, analyse, organise and present information
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMGT618 Develop an engagement centre business plan	BSBMGT618A Develop a contact centre business plan	Updated to meet Standards for Training Packages. Title 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>