



Australian Government

Department of Education, Employment and Workplace Relations

BSBCCO204A Collect data

Release: 1

BSBCCO204A Collect data

Modification History

Release	Comments
Release 1	This version first released with <i>BSB07 Business Training Package version 6.0</i>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to collect primary data for market research and opinion poll research activities by telephone or similar means.

Competence in this unit requires demonstration of effective data collection within organisational guidelines, developing rapport with customers to ensure the accuracy of data collected, and accurately recording data collected.

Application of the Unit

This unit applies in customer contact environments that engage in market research and data-collection activities using the telephone.

This work is undertaken with some supervision and guidance.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.</i>

Elements and Performance Criteria

1. Prepare for data collection	1.1 Study and clarify survey questions and contact guide 1.2 Discuss operational boundaries and fulfilment processes with relevant personnel 1.3 Develop a clear understanding of the relevant legislation, codes, regulations and standards that apply to contact 1.4 Develop proficiency in the use of the technology being used 1.5 Identify source of contact targets 1.6 Review and develop a clear understanding of the contact strategy
2. Conduct data collection for research/survey	2.1 Make contacts in the most efficient manner possible, following the contact guide within operational boundaries 2.2 Establish customer availability and willingness to participate in research 2.3 Inform customer of survey details, purpose and approximate time survey will take 2.4 Record customer responses 2.5 Answer customer queries or refer or escalate appropriately 2.6 Observe relevant codes and regulations throughout contact
3. Record results	3.1 Record outcomes and present results according to policy 3.2 Record, report and action difficulties encountered according to policy 3.3 Assess and analyse performance against agreed targets 3.4 Amend database where applicable

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- interpersonal skills to engage customer to effectively respond to survey
- communication skills to:
 - communicate effectively
 - identify when clarification is required or if customer is not sure of question or response
- literacy skills to:
 - clearly articulate questions
 - record findings of survey
- numeracy skills to read and manipulate data
- self-management skills to:
 - comply with policies and procedures
 - seek learning and development opportunities
- time-management skills to ensure call targets are achieved and work is prioritised.

Required knowledge

- data-collection techniques
- good market surveys or research practice
- enterprise policies, procedures and guidelines as they apply to customer contact and data collection
- relevant regulations and standards that apply to data collection
- operational systems and technology employed in data collection.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: • meet agreed data-collection targets • apply prepared contact guide • record data demonstrate knowledge of relevant organisational codes, regulations and standards that apply to data collection.
Context of and specific resources for assessment	Assessment must ensure access to: • workplace information and data • relevant standards and guidelines • performance management and quality assurance documentation and records.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • direct questioning combined with review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate • review of documentation of actual performance against target • direct observation of adherence to call/contact guide • review of accuracy and quality of data recorded • direct observation of dealing with difficult contact • review of quality assurance records.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • BSBCCO203A Conduct customer contact.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Contact guide may include:	• contact closing technique • contact flow • features and benefits of product or service • greeting etiquette • multichannel contact • regulatory and organisational requirements.
Operational boundaries may include:	• discretion to deviate from call/contact guide • guidelines and parameters within which a telemarketer can operate • limits of contact with the customer • mandatory and voluntary requirements of data collection • relevant regulatory and organisational requirements.
Relevant legislation, codes, regulations and standards may include:	• Consumer Credit Code • Do Not Call Register • equal employment opportunity and anti-discrimination legislation • freedom of information • industry-specific codes, regulations and legislation • occupational health and safety legislation • Privacy Act • Trade Practices Act/Competition and Consumer Act
Technology may be modified for use by people with a disability and may include:	• telecommunications (e.g. telephone, business system) • computer systems • interactive medium • social networking websites, such as Facebook and Myspace.
Recording outcomes may include entry of data which may be:	• on prepared forms • paper-based • via electronic means, such as computer.
Database may include:	• business directories • enterprise records • sales records • telephone directories.

Unit Sector(s)

Stakeholder relations – contact centre operations

Custom Content Section

Not applicable.