



Australian Government

Department of Education, Employment and Workplace Relations

BSBCCO504A Integrate customer contact operations in the organisation

Release: 1

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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 integrate the customer contact operations fully within the organisation and to ensure that they maintain a high profile and significance within the organisation.

Competence in this unit requires communication and cooperation between customer contact operations and the rest of the business operations. Regular contact, consultation and feedback with the organisation, alignment of objectives, and communication of performance and issues are also required.

Application of the Unit

This unit applies to the integration of customer contact operations into the service and value chains of an organisation.

This work is undertaken by staff with managerial responsibility.

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. Identify and analyse interdependencies	1.1 Identify interdependencies between contact centre and other departments within the organisation 1.2 Identify the degree of interdependence 1.3 Map the flow of transactions and information between other departments and the contact centre
2. Analyse value and service chain and identify gaps	2.1 Develop value and service chain model 2.2 Consult regularly with stakeholders 2.3 Collect data to support chain continuity and gap identification 2.4 Identify gaps in the value and service chain
3. Prepare plan to close value and service chain gaps	3.1 Identify service chain gaps within the control of customer contact operations 3.2 Communicate other gaps to stakeholders and relevant parties 3.3 Identify activities and resources needed to close gaps 3.4 Prepare an action plan 3.5 Establish a review and feedback process 3.6 Develop internal networks to ensure sound communication across organisation
4. Integrate market intelligence capture into operations	4.1 Consult with organisation marketing area or business unit 4.2 Identify and agree on desired market intelligence 4.3 Integrate data collection into contact guidelines 4.4 Integrate data capture facilities into database 4.5 Integrate information into existing contact centre strategy and operations
5. Report market intelligence to other corporate departments	5.1 Retrieve captured intelligence information 5.2 Prepare market intelligence reports 5.3 Communicate information to relevant parties in an effective and timely manner

Required Skills and Knowledge

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

Required skills

- analytical skills to:
 - analyse workplace information and data
 - use observations of workplace tasks and interactions between people, their activities, equipment, environment and system
- communication skills to:
 - articulate ideas and information
 - communicate effectively with personnel at all levels
 - conduct effective formal and informal meetings
- consultation and negotiation skills to develop, implement and monitor strategies
- interpersonal skills to:
 - establish rapport and build relationships with clients, team members and stakeholders
 - establish relevant networks
- leadership skills to gain the trust and confidence of colleagues and stakeholders
- literacy skills to develop reports that deal with complex ideas and concepts
- numeracy skills to:
 - carry out statistical analysis
 - manage budgetary resources
- planning and organising skills to manage own tasks within required timeframes
- problem-solving skills to create innovative solutions to problems that arise
- research skills to access relevant information and consider available options
- risk assessment and management skills to fully consider impacts of existing or new activities
- self-management skills to:
 - comply with policies and procedures
 - pay attention to detail when making observations and recording outcomes
 - seek learning and development opportunities
- technology skills to organise, manage and analyse data.

Required knowledge

- analytical methods and techniques, such as:
 - strengths, weaknesses, opportunities and threats (SWOT)
 - balanced scorecard
 - return on investment (ROI)
 - economic value added
- compliance policies and requirements applicable to organisation
- corporate aims and objectives
- market intelligence and data-gathering principles
- information technology infrastructure, functionality and reporting capability
- organisational communication methods

- organisational structure and reporting lines, including key personnel required to effect change
- principles of running effective meetings, and recording and distributing minutes
- risk assessment and management principles.

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: - analyse interdependencies, and value and service chain - prepare plans to close gaps in value and service chain - integrate and report market intelligence within a customer contact environment - demonstrate knowledge of compliance policies and requirements applicable to the organisation.
Context of and specific resources for assessment	Assessment must ensure access to: - workplace information and data - stakeholder feedback or stakeholders - meeting documentation and minutes - market intelligence reports and analysis - value and service chain model analysis.
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 stakeholder feedback - review and analysis of working papers and documentation - review and analysis of organisational interdependencies - review of communication plan and stakeholder meeting minutes - oral and/or written questioning to assess knowledge of market intelligence reports - demonstration of analytical methodology.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

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.

<i>Interdependencies</i> may include:	• finance • human resources operations • resourcing • technology and infrastructure.
<i>Value and service chain</i> may include:	• billing • components of the enterprise infrastructure contributing directly to the supply of goods or services to the customer • credit • customer service • field staff • order fulfilment • sales support.
<i>Stakeholders</i> may include:	• administration and support • billing • credit and collections • marketing • finance • human resources • strategy and planning • training.

Unit Sector(s)

Stakeholder relations – customer service

Custom Content Section

Not applicable.