



Australian Government

Department of Education, Employment and Workplace Relations

BSBCCO601B Optimise customer contact operations

Release: 1

BSBCCO601B Optimise customer contact operations

Modification History

Release	Comments
Release 1	This version first released with <i>BSB07 Business Training Package version 6.0</i> Revised unit. Required skills updated to focus on learning and development practices and compliance with policy and procedures. Replaces BSBCCO601A Optimise customer contact operations

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to use data and statistical tools to monitor and optimise customer contact processes.

Competence in this unit requires comprehensive knowledge of customer contact operations, and the statistical tools and methodology required to optimise operations.

Application of the Unit

This unit applies in customer contact environments where a variety of statistical control tools are used in monitoring and optimising customer contact operations.

This work is undertaken by specialists, team leaders and managers, depending on the size and structure of the centre.

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. Analyse customer contact processes using statistical tools	1.1 Identify customer contact processes requiring analysis 1.2 Measure the impact of these processes on service levels or other indicators using statistical tools 1.3 Derive tolerance levels for processes 1.4 Calculate upper and lower control limits from data 1.5 Investigate reasons for performance outside of control limits
2. Rectify productivity impediments	2.1 Conduct a qualitative and quantitative analysis of current productivity against organisational standards and aims 2.2 Identify causes of productivity impediments 2.3 Apply service quality and quality management tools to minimise impediments 2.4 Confirm that operations achieve productivity standards
3. Conduct a process review	3.1 Identify components of the process under review 3.2 Analyse and modify process to achieve improved performance using graphical techniques 3.3 Trial and revise modified process to meet organisational efficiency standards 3.4 Document revised process using graphical techniques
4. Benchmark customer contact operations	4.1 Identify appropriate target areas for process improvement 4.2 Research and nominate benchmarking organisations that demonstrate relevant best practice 4.3 Document relevant best practice processes used by benchmarking organisations 4.4 Identify processes from benchmarking organisations that can be adopted 4.5 Identify relevant benefits and risks associated with implementing new processes 4.6 Adapt best practice processes to meet enterprise conditions 4.7 Identify and document appropriate performance indicators for evaluation of the new processes

Required Skills and Knowledge

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

Required skills

- analytical skills to:
 - analyse relevant workplace information and data
 - make observations of workplace tasks and interactions between people, their activities, equipment, environment and systems
- communication skills to articulate information across all communication media
- consultation and negotiation skills to:
 - develop plans
 - implement and monitor designated actions
- interpersonal skills to:
 - build relationships with clients, team members and stakeholders
 - establish relevant internal and external networks
- leadership skills to gain the trust and confidence of colleagues and stakeholders
- numeracy skills to calculate, manipulate and validate data and statistics
- planning and organising skills to manage own tasks within required timeframes
- problem-solving skills to create innovative solutions to problems
- project management skills to:
 - achieve continuous improvement
 - conduct action planning
- self-management skills to:
 - comply with policies and procedures
 - seek learning and development opportunities
- technology skills to:
 - access and use information and data
 - produce reports and graphical representations.

Required knowledge

- at least one complete suite of statistical control systems
- benchmarking principles
- customer contact processes and the range of channels available
- customer service principles and processes
- operating variables within customer contact operations
- principles of statistics, statistical process control and underpinning statistical calculations
- process review and documentation principles
- project management principles
- quality management and related process control methods.

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 statistical reports of contact centre process performance - explain or demonstrate process improvement strategies - analyse records of customer contact productivity measures - explain productivity improvement methodology - demonstrate knowledge of quality management and related process control methods.
Context of and specific resources for assessment	Assessment must ensure access to: - information, reporting and databases for analysis activities - relevant standards and guidelines - benchmarking analysis and improvement plans.
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 process documentation - analysis of peer and line management feedback - review of statistical reports of contact centre process performance - analysis of process improvement strategies - review of records of customer contact productivity measures - analysis of explanation of productivity improvement methodology - review of graphical records of customer contact processes - review of records of analysis for operations benchmarking.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: BSBCCO602B Manage customer contact information.

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>Customer contact processes</i> may include:	• email and other electronic communications • face-to-face contact • facsimile and other written communications • inbound and outbound telephone contact • service and sales support processes.
<i>Service levels</i> may include:	• predetermined conditions for customer contact service, including: • contact duration • contact wait time • contact escalation policy • percentage of calls answered within specified time period • service guarantees • speed of response.
<i>Productivity</i> may include:	• average speed of answer • first call resolution • measuring calls per day, week or hour • measuring financial returns, sales volumes or services provided • overall performance of the customer contact operation • service level results.
<i>Graphical techniques</i> may include:	• fishbone diagrams • flowcharts • Gantt or Pert charts • maps • Pareto charts.
<i>Benchmarking organisations</i> may include:	• best practice organisations, which may be in an unrelated industry • competitors • organisations in same industry • organisations with similar functions.

Unit Sector(s)

Stakeholder relations – contact centre operations

Custom Content Section

Not applicable.