



Australian Government

Department of Education, Employment and Workplace Relations

BSBCCO602A Manage customer contact information

Revision Number: 1

BSBCCO602A Manage customer contact information

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to effectively manage customer contact information and the management information systems (MISs) used in a customer contact environment. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
------------------------	---

Application of the Unit

Application of the unit	This unit applies to the use, design and implementation of customer contact information and MISs. These systems are critical to the effective operation of contact centres. Managers design specific implementation programs within these systems including data collection, measurement types, patterns and reporting strategies, and manage the use of information obtained. Competence in this unit requires using MISs to produce accurate and relevant information and reporting that supports the efficient running of the centre or business unit. It also requires knowledge of the requirements to design, implement, and tailor information systems to meet the changing needs of the environment. This work is undertaken by specialist staff or those with managerial responsibility, depending on the size and structure of the centre.
--------------------------------	---

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
-----------------------------	--

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	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.
---	--

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Select and set activity and transaction records and measurements	1.1. Analyse business plan and budget to identify relevant business information needs 1.2. Identify all possible call/contact pathways 1.3. Identify measurement methods and MISs used in each step in call/contact pathway 1.4. Configure information systems to capture required measurements 1.5. Develop and implement testing procedures for transaction and call/contact pathway measurements to ensure accuracy and reliability
2. Collect data	2.1. Identify data collection methods in all information technology systems used 2.2. Monitor quantitative and qualitative data collection to ensure accuracy 2.3. Ensure data collection is segmented or sorted as required and provides the correct levels of information
3. Analyse MIS resulting from customer contact activities	3.1. Accurately interpret data 3.2. Identify call/contact traffic and transaction patterns, and other trends and activities 3.3. Apply correct data analysis methodologies
4. Prepare and present information	4.1. Identify stakeholders for contact centre information 4.2. Tailor contact centre information presentations for each stakeholder as appropriate 4.3. Present both short- and long-term contact centre information system reports as required

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- analytical skills to interpret, report and recommend actions from complex data and information
- attention to detail when making observations and recording outcomes
- communication skills to conduct effective formal and informal meetings, and to communicate effectively with personnel at all levels
- financial skills to manage budgetary resources
- information technology skills to use information technology to organise and present data
- interpersonal skills to establish rapport; to build relationships with clients, team members and stakeholders; to develop and participate in relevant networks
- leadership skills to gain the trust and confidence of colleagues and clients
- numeracy skills to effectively read, validate and interpret data
- presentation skills to develop and present reports which deal with complex ideas and concepts, and to articulate information and ideas clearly
- problem-solving skills to create innovative solutions to problems or challenges
- research and data collection skills to conduct comprehensive and accurate reporting as required.

Required knowledge

- budgetary requirements and principles
- business plans and objectives
- call and other contact traffic MISs
- meeting and minute taking principles
- methods of collecting reliable information and data; commonly encountered problems and strategies for overcoming such problems
- organisational models and structures including key people
- principles of electronic information management and methods of reporting information
- reporting requirements and methodology.

Evidence Guide

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 following is essential:

- analysis, development, use and management of information systems to provide reliable and appropriate information and reporting to support the effective operation of a customer contact environment
- knowledge of call and other contact traffic MISs.

Context of and specific resources for assessment

Assessment must ensure:

- access to workplace information and data
- access to information and databases for analysis activities
- access to relevant guidelines and standards
- access to stakeholder feedback.

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 business plan analysis and reporting needs
- review of records of call pathways and related information systems
- review of reports from information systems demonstrating a cohesive report plan
- analysis of call traffic reports with reference to varying levels of contact centre operations
- demonstration of reports tailored for different audiences
- oral and/or written questioning to assess knowledge of business models and models for contact centres
- review of ability to relate business plans and models to the information needs of an enterprise.

Guidance information for

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended,

EVIDENCE GUIDE**assessment**

for example:

- BSBCCO601A Optimise customer contact operations
- BSBITA601A Configure and optimise customer contact technology.

Range Statement

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.

Business plan may include:

- action plans
- business objectives
- desired business outcomes
- financial or budgetary targets
- standards and guidelines
- targets

Call/contact pathways may include:

- Automated Call Distribution (ACD) systems
- contact management systems
- email
- facsimile
- internal transfers and escalations
- Interactive Voice Response (IVR)
- letter
- telephone
- web-based contacts

MISs may include:

- range of computer systems used in receiving, routing and reporting on contact centre communications traffic including the data generating and data recording components of telephone, ACD and IVR systems and any add on systems that integrate with these systems

Stakeholders may include:

- centre staff
- management
- other internal departments
- own team
- vendors and external contactors

Unit Sector(s)

Unit sector	
--------------------	--

Competency field

Competency field	Stakeholder Relations - Contact Centre Operations
------------------	---

Co-requisite units

Co-requisite units		