



Australian Government

Department of Education, Employment and Workplace Relations

BSBCCO603A Design and launch new customer contact facilities

Revision Number: 1

BSBCCO603A Design and launch new customer contact facilities

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to design and establish new customer contact facilities. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit applies to the design and establishment of new customer contact facilities including both new centres and substantial enhancement of existing centres. In the first instance this unit will typically apply to a new contact centre. However, it may also include a substantial upgrade in technology and physical resources to an existing contact centre or the introduction of a significant increase in capacity of an existing contact centre. Competence in this unit requires comprehensive knowledge of the requirements to design and launch a new customer contact facility, the technology required, the human resources and occupational health and safety (OHS) requirements, legislative and regulatory requirements, organisational standards and guidelines, and global best practice in design and features. It is unlikely that competence could be assessed in a simulated environment. A significant degree of delegation of tasks to specialists may be required. This work is undertaken by staff with managerial responsibility, but it may also be undertaken by specialist staff (e.g. operations manager, project manager) depending on the size and structure of the organisation.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify design elements	1.1. Analyse role and business needs of proposed customer contact facility 1.2. Define general characteristics of customer contact facility 1.3. Identify design elements to meet business needs 1.4. Confirm analysis with stakeholders
2. Develop detailed specifications	2.1. Review facility design principles to confirm appropriateness of design 2.2. Delegate facility design elements to appropriately experienced specialist/s for detailed specification 2.3. Benchmark facility design against world-class standards to demonstrate appropriateness of specifications 2.4. Confirm design specifications with stakeholders
3. Evaluate alternative resources	3.1. Identify facility budgetary limits 3.2. Identify suitable resources available from organisation's preferred suppliers 3.3. Identify suitable alternative resources and suppliers for each design aspect 3.4. Conduct comparative analysis of each alternative 3.5. Recommend resources for each design aspect
4. Integrate design components	4.1. Prepare viable project management plan for the integration of new facility resources 4.2. Use project management tools effectively throughout the integration process 4.3. Prepare contingency plans to meet all reasonable costs 4.4. Develop effective testing procedures and plans for all resources 4.5. Maintain vigilance over budget, quality of supplied resources and quality of work 4.6. Communicate progress and concerns arising to senior management in a timely way
5. Launch customer contact facility	5.1. Prepare viable project management plan for the launch of the new customer contact facility 5.2. Use project management tools effectively throughout launch process 5.3. Communicate launch parameters effectively to all relevant stakeholders

ELEMENT	PERFORMANCE CRITERIA
	5.4. Establish effective pre-launch operational test procedures and launch plans 5.5. Supervise launch to completion in accordance with plans and contingencies 5.6. Review launch and debrief stakeholders to plan <i>follow-up actions</i>

Required Skills and Knowledge

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, and to make recommendations accordingly
- communication skills to conduct effective formal and informal meetings, and to communicate effectively with personnel at all levels
- consultation and negotiation skills to effectively develop, implement and monitor plans
- financial management skills to manage budgetary resources
- information technology skills to manage data and information
- numeracy skills to carry out analysis of statistics and data
- organisational skills to manage own tasks within timeframes
- presentation skills to prepare and present reports containing complex ideas and concepts; to articulate information, expectations and ideas clearly; to effectively research complex issues such as regulatory and legislative requirements
- project management skills to manage the complexities and scope of a large project
- risk assessment and management skills to comprehensively understand the impacts and risks associated with the project.

Required knowledge

- benchmarking methodology
- change management principles
- legislative, regulatory and organisational requirements that cover the task
- principles of testing procedures and plans
- principles underpinning contact centre design at both the technology level and the human level, such as software systems, hardware, telecommunications services, ergonomics of office design, emerging technologies
- project management principles
- research methods using a range of information sources
- risk management principles
- sources of information, guidance and support for the project (key personnel)
- systems and physical resources used effectively in customer contact environments.

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: • design, project management, implementation and launch of a new or significantly re-engineered customer contact facility • knowledge of legislative, regulatory and organisational requirements that cover the task.
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 legislation, regulations, standards and guidelines • access to stakeholder and staff satisfaction 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 project plan - all aspects including achieved timeframes • analysis of stakeholder and staff satisfaction feedback • review of benchmarking activities • review of testing program, plan and results • review of OHS, regulatory and legislative compliance • review of budget-actuals to forecast/business case • review of communication materials used in consultation with various types of stakeholders • review of documentation of design specifications including explanations of personal inputs.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended,

EVIDENCE GUIDE

for example:

- BSBCCO601A Optimise customer contact operations
- BSBCCO602A Manage customer contact information
- BSBCCO608A Manage customer contact operational costs
- 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.

<i>Design elements</i> may include:	• customer service strategies • external services e.g. telecommunications • human resources • physical resources (including OHS considerations) • software • technology (systems and telephony)
<i>Stakeholders</i> may include:	• finance department • human resources and OHS • information technology department • internal and external customers and vendors • property and facilities department • senior management
<i>Project management tools</i> may include:	• communication and knowledge management applications • costing applications • quality control applications • risk assessment and management applications • scheduling applications • tracking applications
<i>Testing procedures and plans</i> may include:	• development of test scenarios • development of work instructions • end-to-end testing of resources • predetermined parameters for determination of success or failure of testing • regression testing (what if scenarios) • remedial plan for unsuccessful test results • schedule of testing in lead up to opening • stakeholder sign off • user acceptance testing
<i>Launch of the new customer contact facility</i> may include:	• adjustments to systems to meet contingencies • demonstration of new facilities and systems to stakeholders - management, clients, staff

RANGE STATEMENT	
	• initial use of new systems and facilities • transfer from existing systems to new systems
<i>Follow-up actions</i> may include:	• adjustments to the overall design • adjustments to the set up of specific resources • reporting to stakeholders (regardless of the degree of success of the launch)

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Stakeholder Relations - Contact Centre Operations
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Co-requisite units

Co-requisite units		