



Australian Government

Department of Education, Employment and Workplace Relations

BSBCCO605A Develop and maintain a customer contact marketing strategy

Revision Number: 1

BSBCCO605A Develop and maintain a customer contact marketing strategy

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to develop, maintain and promote a marketing strategy in a customer contact environment. 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 establishment of a marketing strategy in a customer contact environment that has sales and marketing opportunities for either internal or external (outsourced) stakeholders. Competence in this unit requires developing, implementing and reviewing a marketing strategy, and building strong relationships with all stakeholders. The effective use and development of systems, databases and reporting tools is also required. This role is undertaken by staff with managerial responsibility.
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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. Apply sales and marketing principles to contact centre performance	1.1. Select a valid framework of sales and marketing principles for a customer contact centre 1.2. Achieve consensus on sales and marketing principles with stakeholders 1.3. Integrate sales and marketing principles into customer contact operating objectives and strategies 1.4. Identify all elements of customer contact centre supply chains 1.5. Promote contact centre effectively to supply chain customers and clients
2. Initiate, evaluate and maintain a marketing database system	2.1. Identify appropriate marketing database fields and functions 2.2. Contribute effectively to the development and testing of a marketing database 2.3. Evaluate and enhance functionality of the marketing database to best serve the marketing operation 2.4. Establish effective database maintenance procedures 2.5. Establish contingency planning for failure of databases and systems
3. Develop and evaluate customer service and retention strategies	3.1. Identify effective after-sales support strategies 3.2. Develop strategies to retain customers and to build loyalty 3.3. Establish processes to facilitate after-sales support and customer retention strategies 3.4. Monitor and review after-sales support and customer retention processes 3.5. Adjust processes to optimise customer service and retention
4. Analyse sales and customer activity results	4.1. Identify sales and service report criteria relevant to the interests of stakeholders 4.2. Analyse sales and service data in relation to key performance indicators 4.3. Accurately report on performance and activity data to stakeholders in a timely manner

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 workplace information and data, and to assess compliance with relevant legislative, regulatory and organisational requirements
- communication skills to conduct effective informal and formal meetings, and to communicate with personnel at all levels
- financial skills to manage budgetary resources
- interpersonal skills to establish rapport and to build relationships with customers (internal and external), team members and stakeholders
- leadership skills to gain the trust and confidence of colleagues and clients
- numeracy skills to accurately and efficiently understand, verify, manipulate and calculate data and statistics
- presentation skills to clearly articulate information and ideas; to prepare and present reports on complex concepts and ideas; to write policies, procedures and plans
- project management skills and discipline to develop and implement the strategy successfully and to achieve ongoing continuous improvement
- research skills to consider all options and to support the development of the strategy
- risk assessment and mitigation skills to fully understand and if necessary, mitigate, potential impacts of activities.

Required knowledge

- contact centre information systems and the types of data and information available from these systems
- contingency planning principles
- customer retention strategies
- industry and marketplace/competitor knowledge
- information technology options and functionality within the customer contact centre environment
- process review and documentation processes
- sales and marketing principles
- use and development of databases.

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: • application of marketing principles to customer contact performance, development and maintenance of marketing databases, development of customer service and retention strategies, and analysis and reporting of performance within a customer contact environment • knowledge of sales and marketing principles.
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, standards and guidelines • access to stakeholder feedback or stakeholders • access to performance and target data.
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 agreed marketing and sales principles • review of records of internal contact centre promotion activities • oral and/or written questioning to assess knowledge of fields and functionality of a marketing database • review of records of maintenance activity for a marketing database • review of documentation of after-sales and/or customer retention strategies • review of records of after-sales and/or customer retention strategy effectiveness

EVIDENCE GUIDE	
	• review of reports of sales and customer service performance.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • BSBCCO609A Integrate customer contact operations within the organisation • BSBMGT618A Develop a contact centre business plan.

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>Stakeholders</i> may include:	• contact centre level - direct team, team leaders and other senior contact centre staff • enterprise employees at management level (e.g. sales and marketing, credit and collections, billing) with an interest or stake in contact centre operations • external clients and suppliers with an interest in the marketing aspects of operations including contracting organisations, recruitment suppliers, software and equipment suppliers
<i>Supply chains</i> may include:	• billing • credit and collections • customer service • fulfilment area • sales and sales support
<i>Marketing database fields</i> may include:	• address (postal, business, residential) • contact number/s • current products and services • email address • name • occupation • previous offers
<i>Contingency planning</i> may include:	• activities to keep business running • Interactive Voice Response (IVR) message re reduced level of service • taking messages and calling customers back when systems are back in operation • temporary redirection of calls to another area • use of back-up systems or database • use of manual processes or recording
<i>After-sales support and customer retention strategies</i> may include:	• account management • courtesy follow-up calls

RANGE STATEMENT

	• customer satisfaction surveying • differentiated levels of customer service and support • discounts or special offers • follow-up to ensure customer satisfaction and loyalty post sales experience • loyalty programs • offers of value added services or products
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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		