



Australian Government

Department of Education, Employment and Workplace Relations

BSBCCO609A Integrate customer contact operations within the organisation

Revision Number: 1

BSBCCO609A Integrate customer contact operations within the organisation

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to integrate the customer contact operations fully within the organisation. 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 integration of customer contact operations into the service and value chains of an organisation. It is also about ensuring the customer contact operation maintains a high profile and significance within the organisation. Competence in this unit requires communication and cooperation between the customer contact operations and the rest of the business operation. Regular contact, consultation and feedback with the organisation, alignment of objectives and communication of performance and issues are also required. This role 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. Identify and analyse interdependencies	1.1. Identify <i>interdependencies</i> between contact centre and other departments within the organisation 1.2. Identify the degree of interdependence 1.3. Accurately 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 <i>value and service chain</i> model 2.2. Consult regularly with all <i>stakeholders</i> 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 effectively 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. Effectively consult with organisation marketing area or business unit 4.2. Identify and agree on desired market intelligence 4.3. Integrate data collection into call/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

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- analytical skills to analyse relevant information and data, and to make observations of workplace tasks and interactions between people, their activities, equipment, environment and systems
- communication skills to conduct effective formal and informal meetings and to communicate to personnel at all levels
- interpersonal skills to establish rapport; to build relationships with clients, team members and stakeholders; to establish and use relevant networks
- leadership skills to gain the trust and confidence of colleagues and stakeholders
- literary skills to develop reports that deal with complex ideas and concepts, and to articulate ideas and information effectively
- numeracy skills to carry out statistical analysis
- organisational skills to manage own tasks and to meet timeframes
- problem-solving skills to create innovative solutions to problems arising
- risk assessment and management skills to fully consider impacts of existing or new activities.

Required knowledge

- analytical methods and techniques (for example strengths/weaknesses/opportunities/threats [SWOT], balanced scorecard, return on investment, 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

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 of interdependencies, and value and service chain
- preparation of plans to close gaps in value and service chain
- integration and reporting of market intelligence within a customer contact environment
- 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
- access to either stakeholder feedback or stakeholders
- access to meeting documentation and minutes
- access to market intelligence reports and analysis
- access to 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,

EVIDENCE GUIDE

for example:

- 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.

Interdependencies may include :

- finance
- information and human resources operations
- resourcing
- technology and infrastructure

Value and service chain 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

Stakeholders may include:

- administration and support
- billing
- credit and collections
- marketing
- finance
- human resources
- strategy and planning
- training

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		