

# BSBCCO601A Optimise Customer Contact Operations

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

## Designed for:

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

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

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

## Duration:

1 day

## Elements of Competency and Performance Criteria

### Analyse customer contact processes using statistical tools

- Identify customer contact processes requiring analysis
- Measure the impact of these processes on service levels or other indicators using statistical tools
- Derive tolerance levels for processes
- Calculate upper and lower control limits from data
- Investigate reasons for performance outside of control limits

### Rectify productivity impediments

- Conduct a qualitative and quantitative analysis of current productivity against organisational standards and aims
- Identify causes of productivity impediments
- Apply service quality and quality management tools to minimise impediments
- Confirm that operations achieve productivity standards

### Conduct a process review

- Identify all components of the process under review
- Analyse and modify process to achieve improved performance using graphical techniques
- Trial and revise modified process to meet organizational efficiency standards
- Accurately document revised process using graphical techniques

### Benchmark customer contact operations

- Identify appropriate target area/s for process improvement
- Research and nominate benchmarking organisation/s that demonstrate relevant best practice
- Document relevant best practice processes used by benchmarking organisation/s
- Identify processes from benchmarking organisation/s that can be adopted
- Identify relevant benefits and risks associated with implementing new processes
- Adapt best practice processes to meet enterprise conditions
- Identify and document appropriate performance indicators for evaluation of the new processes



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