

# BSBCCO602A Manage Customer Contact Information

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.

## Designed for:

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.

## Duration:

1 day

## Elements of Competency and Performance Criteria

### Select and set activity and transaction records and measurements

- Analyse business plan and budget to identify relevant business information needs
- Identify all possible call/contact pathways
- Identify measurement methods and MISs used in each step in call/contact pathway
- Configure information systems to capture required measurements
- Develop and implement testing procedures for transaction and call/contact pathway measurements to ensure accuracy and reliability

### Collect data

- Identify data collection methods in all information technology systems used
- Monitor quantitative and qualitative data collection to ensure accuracy
- Ensure data collection is segmented or sorted as required and provides the correct levels of information

### Analyse MIS resulting from customer contact activities

- Accurately interpret data
- Identify call/contact traffic and transaction patterns, and other trends and activities
- Apply correct data analysis methodologies

### Prepare and present information

- Identify stakeholders for contact centre information
- Tailor contact centre information presentations for each stakeholder as appropriate
- Present both short- and long-term contact centre information system reports as required



Suite 45 / 574 Plummer Street  
Port Melbourne Victoria 3207

+613 9676 9211 T  
+613 9676 2499 F

admin@learningverve.com.au E  
www.learningverve.com.au W

ACN 104 624 919  
ABN 62 104 624 919

