

Unit Title:	Manage the use of contact centre systems and technology
OCR unit number	5
Sector unit number:	CC11
Level:	4
Credit value:	6
Guided learning hours:	20
Unit reference number:	R/503/0378

Unit purpose and aim

This unit concerns being able to manage the use of contact centre systems and technology operations, modify contact centre system parameters to optimise performance, develop policy for continuity and ongoing development of contact centre systems and understand management of contact centre systems and technology

Learning Outcomes	Assessment Criteria	Teaching Content
<p>The Learner will:</p> <p>1 Be able to manage the use of contact centre systems and technology operations</p>	<p>The Learner can:</p> <p>1.1 Use agreed performance metrics to monitor the efficiency of the systems</p> <p>1.2 Monitor the production of routine and specialist reports according to organisational guidelines</p> <p>1.3 Identify opportunities to enhance system performance from an analysis of monitoring reports and performance metrics</p> <p>1.4 Identify options for enhancements to the system configuration that are capable of improving business performance</p> <p>1.5 Implement configuration parameter changes in accordance with organisational procedures</p> <p>1.6 Manage contacts efficiently by using predictive contact queuing rules according to organisational guidelines</p>	<p>The Learner may include:</p> <ul style="list-style-type: none"> • The measures that contribute to performance management – e.g. contact rates, call volumes • Methods of obtaining performance data and the analysis of it • Comparison of outcomes to system capability • Options for improving performance and the rationale • Plans for system improvements • Company policy on the introduction of system changes • Company priorities and business objectives relevant to customer contact

Learning Outcomes	Assessment Criteria	Teaching Content
<p>2 Be able to modify contact centre system parameters to optimise performance</p>	<p>2.1 Establish contact priorities by setting routing rules that meet customer expectations and organisational guidelines</p> <p>2.2 Evaluate the benefits and drawbacks of different routing parameters against agreed criteria</p> <p>2.3 Analyse the effects of alterations to applications and systems against agreed criteria</p>	<ul style="list-style-type: none"> • Different options for routing calls and the impact on business objectives • Customer expectation of the service offered • The advantages and disadvantages of routing options – e.g. call volume; skillsgroups; agent availability • Examples of changes made and their impact on business objectives
<p>3 Be able to develop policy for continuity and ongoing development of contact centre systems</p>	<p>3.1 Develop operational continuity plans for systems in accordance with organisational processes and procedures and rules and regulations and the results of risk assessments for any proposed changes</p> <p>3.2 Gain agreement to the operational continuity policy and plans</p>	<ul style="list-style-type: none"> • Potential risks to the system and the impact on the business • Options for contingencies and the costs and benefits of each • Examples of contingency plans and the rationale • Legal and regulatory requirements – e.g. data protection; health & safety; equality; codes of practice
<p>4 Understand the management of contact centre systems and technology</p>	<p>4.1 Explain the service offer of the contact centre and the boundaries placed on that offer</p> <p>4.2 Explain the impact of regulation and legislation on contact centre operations, systems and technology</p> <p>4.3 Explain how to design performance metrics that are clear indicators of efficiency in contact centre operations</p> <p>4.4 Explain how to use the results of risk assessments of systems and technology</p>	<ul style="list-style-type: none"> • The products and services offered by the company • The way in which the company conducts its business, its values, aims and mission statement • Legislation relevant to the business – e.g. data protection; health & safety; equality; sale of goods and services; other • Regulatory requirements – e.g. codes of practice; professional bodies • Measures that contribute to meaningful performance management to meet business objectives • The business and financial risks associated with the use of technology and how to minimise them

Assessment

This unit is centre assessed and externally verified. In order to achieve the unit you must produce a portfolio of evidence which, on request, will need to be made available to the OCR external verifier. Portfolios of work must be produced independently and Centres must confirm to OCR that the evidence is authentic. An OCR Centre Authentication form is provided in the Centre Handbook.

Evidence requirements

In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Your assessor must be able to observe you in the workplace or you must provide tangible evidence of your real work activities.

You may collect evidence for the unit through work in a private sector organisation, a public sector organisation or a not-for-profit organisation.

You must provide evidence that shows you have done this over a sufficient period of time on different occasions for your assessor to be confident that you are competent.

You must provide evidence that you are able to manage the efficient use of contact centre technologies and systems and develop organisational policy for the continual development of these systems.

Guidance on assessment and evidence requirements

Please refer to the OCR Centre Handbook available from the OCR website www.ocr.org.uk

National Occupational Standards (NOS) mapping/signposting

Occupational Standards	Unit Number	Title
Contact Centre	11	Manage the use of contact centre systems and technology

Functional Skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills

Functional Skills Standards					
English		Mathematics		ICT	
Speaking and Listening		Representing		Use of ICT systems	
Reading		Analysing		Find and select information	
Writing		Interpreting		Develop, present and communicate information	

Resources

Access to photocopier, PC and printer is desirable but not essential.

Access to sources of under-pinning knowledge such as websites, books, journals, etc, might be of help, but you are not expected to reproduce other people's written work.

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850).

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