Unit Title:		**Principles and processes of systems and technology in a contact centre**
OCR unit number		5
Sector unit number:		CCTC6
Level:		3
Credit value:		4
Guided learning hours:		26
Unit reference number:		T/503/0373

Unit purpose and aim

This unit concerns understanding how to design new reports in a contact centre, how to optimise performance through systems and technology and the use of contact centre systems and technology.

Learning Outcomes	Assessment Criteria	Teaching Content

The Learner will:
1 Understand how to design reports in a contact centre
	The Learner can:
	1.1 Explain how to identify metrics to be included in reports
		Candidates should have an understanding of:
		• how to identify metrics including
		  - consideration of aims and objectives of the business
		  - through discussions with colleagues
		  - identifying performance indicators for call handling agents

	1.2 Explain what needs to be included in reports	• reports could include
		  - average call time
		  - average speed of answer
		  - abandon rate
		  - first call resolution
		  - adherence and shrinkage
		  - attendance and punctuality
		  - attrition
		  - call quality
		  - specific to sector and roles

Learning Outcomes	Assessment Criteria	Teaching Content
	1.3 Describe standards and guidelines for the presentation of reports	• the standards and guidelines as set by the organisation and regulatory requirements to ensure the report is fit for purpose

2 Understand how to optimise performance in a contact centre through systems and technology	2.1 Explain how coaching/buddying activities improve colleagues' use of systems and technology	Candidates should have an understanding of:
		• how coaching/buddying activities help improve including
		  - developing confidence
		  - increasing speed and accuracy

	2.2 Explain the effects of alterations to applications and systems	• the effects including
		  - the need to review metrics
		  - to review procedures and guidelines
		  - to deliver additional training colleagues'

	2.3 Explain how routing rules can be adjusted to meet changing priorities and resources	• adjustment of routing rules including
		  - parameters i.e. agent groups, skills based, priorities
		  - predictive call queuing
		  - event thresholds i.e. time on call, abandoned calls, service levels

	2.4 Explain how to identify data flow changes and why this is important	• data flow changes resulting from adjustments and/or changes to systems
3 Understand the use of contact centre systems and technology	3.1 Describe how systems and technology address changes resulting from legislation and regulation	Candidates should have an understanding of: • how systems and technology address changes relating to the capability to automatically update all agents and ensure compliance
	3.2 Explain parameters for system configuration	• 3.2 parameters such as agent groups, skills based routing, priorities, service levels, service offer, call blending

	3.3 Explain the importance of predictive contact queuing to efficient operations	• 3.3 the importance including the impact on
		  - customer service
		  - workforce management

Assessment

This unit is internally assessed by centre staff (e.g. teachers/tutors, support workers, carers, assessors) and externally verified by OCR.

Guidance on assessment and evidence requirements

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

You should refer to the '*Admin Guide: Vocational Qualifications* (A850)' for *Notes on Preventing Computer-Assisted Malpractice*.

National Occupational Standards (NOS) mapping/signposting

Occupational standards	Unit number	Title
Contact centre	10	Support team use of contact centre systems and technology

Functional skills signposting

Training provided for contact centre operations may help to prepare candidates for the functional skills assessment (e.g. report writing may be good preparation for English). It is likely however that further training would be needed to fully prepare candidates for functional skills assessment.

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

Resources

OCR evidence sheets have been produced to support candidates in producing appropriate evidence for these qualifications. Centres may choose to:

- tailor these for candidates

- use these as a benchmark for devising their own evidence sheets to aid candidates

Candidate evidence checklists can be found in the Contact Centre Operations section containing on the OCR website: http://www.ocr.org.uk.

Additional information

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