

<b>Unit Title:</b>	<b>Develop and enhance performance management systems in a contact centre</b>
OCR unit number	15
Sector unit number:	CC29
Level:	5
Credit value:	6
Guided learning hours:	16
Unit reference number:	A/503/0410

### Unit purpose and aim

This unit concerns being able to develop and implement a system for performance-based feedback in a contact centre, develop a performance management system, direct the strategic plan for change management and understand strategies for the enhancement of performance management systems in a contact centre.

Learning Outcomes	Assessment Criteria	Teaching Content
<p><b>The Learner will:</b></p> <p>1 Be able to develop a system for performance-based feedback in a contact centre</p>	<p><b>The Learner can:</b></p> <p>1.1 Evaluate methods of obtaining and sharing feedback on performance against agreed criteria</p> <p>1.2 Develop practicable recommendations for improvements to the use of feedback on performance in the delivery of contact centre services</p> <p>1.3 Ensure that the system is capable of delivering the agreed objectives</p>	<p>This may include an understanding of:</p> <ul style="list-style-type: none"> <li>The overall objectives of the organisation and the specific objectives of the contact centre</li> <li>The sources of feedback already used and other sources that may be available</li> </ul>
<p>2 Be able to develop and implement a performance management system in a contact centre</p>	<p>2.1 Evaluate features of existing performance management metrics and systems that deliver the required management information</p> <p>2.2 Use feedback from colleagues to develop a performance management strategy that will meet agreed organisational strategies and objectives</p>	<p>This may include an understanding of:</p> <ul style="list-style-type: none"> <li>The importance of regular reviews of systems, resources and objectives, before and after designing and implementing revisions to the systems</li> </ul>

Learning Outcomes	Assessment Criteria	Teaching Content
	<p>2.3 Evaluate options for enhancements in performance management systems against agreed criteria</p> <p>2.4 Implement the performance management strategy in accordance with the plan</p> <p>2.5 Monitor the efficiency of the performance management strategy in delivering the organisational strategy and systems</p>	
<p>3 Be able to direct the strategic plan for change management in contact centre operations</p>	<p>3.1 Establish the likely impact on operations of identified changes</p> <p>3.2 Devise a change management plan that is capable of managing the strategy for change</p> <p>3.3 Monitor changes in staff retention numbers and patterns</p> <p>3.4 Identify practicable management options for improving work satisfaction</p>	<p>This may include an understanding of:</p> <ul style="list-style-type: none"> <li>• The cost/benefit analysis of any changes</li> <li>• The impact of training and development on staff morale and retention</li> </ul>
<p>4 Understand strategies for the development and enhancement of performance management systems in a contact centre</p>	<p>4.1 Evaluate the impact of organisational procedures and regulation on contact centre operations, products and services</p> <p>4.2 Evaluate the factors involved in developing, enhancing and implementing a performance management strategy for a contact centre against agreed criteria</p> <p>4.3 Evaluate different methods of monitoring performance management systems and strategies against organisational strategy</p> <p>4.4 Explain the strengths and weaknesses of techniques for managing contact centre teams operating under pressure</p>	<p>This may include an understanding of:</p> <ul style="list-style-type: none"> <li>• Legislation, codes of practice and organisational regulations that may affect the operation of the contact centre</li> <li>• The principles of cost/benefit analysis</li> <li>• Motivational models that can be used to enhance performance of teams and reduce stress</li> </ul>

## Assessment

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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

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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 develop and implement performance management in a contact centre, demonstrating a detailed understanding of the strategic importance of managing performance and change.

## Guidance on assessment and evidence requirements

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Please refer to the OCR Centre Handbook available from the OCR website [www.ocr.org.uk](http://www.ocr.org.uk)

## National Occupational Standards (NOS) mapping/signposting

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Occupational Standards	Unit Number	Title
Contact Centre	29	Develop and enhance performance management in a contact centre

## Functional Skills signposting

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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

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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

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

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