

<b>Unit Title:</b>	<b>Contribute to performance management in a contact centre</b>
OCR unit number	13
Sector unit number:	CC27
Level:	3
Credit value:	4
Guided learning hours:	12
Unit reference number:	A/503/0407

### Unit purpose and aim

This unit concerns being able to monitor individual and team performance in a contact centre, contribute to the enhancement of performance and understand performance management in a contact centre.

Learning Outcomes	Assessment Criteria	Teaching Content
<p><b>The Learner will:</b></p> <p>1 Be able to monitor individual and team performance in a contact centre</p>	<p><b>The Learner can:</b></p> <p>1.1 Agree with colleagues how performance will be monitored within the team to meet performance objectives</p> <p>1.2 Carry out performance monitoring activities in accordance with organisational procedures</p> <p>1.3 Identify shortfalls in performance against agreed objectives</p> <p>1.4 Provide feedback to colleagues in a way that is motivating and identifies areas for improvement</p>	<p>This may include an understanding of:</p> <ul style="list-style-type: none"> <li>• The organisation's performance monitoring systems</li> <li>• The organisation's feedback and disciplinary procedures</li> <li>• The training and development opportunities available</li> </ul>
<p>2 Be able to contribute to the enhancement of performance in a contact centre</p>	<p>2.1 Devise practicable strategies for managing the pressure of workflow in operational bottlenecks</p> <p>2.2 Provide support in accordance with organisational performance needs</p>	<p>This may include an understanding of:</p> <ul style="list-style-type: none"> <li>• The anticipated workflow during different periods</li> <li>• Additional resource that can be called upon</li> <li>• How the workflow may impact on other teams and ways of sharing workload with the other teams</li> </ul>

Learning Outcomes	Assessment Criteria	Teaching Content
3 Understand performance management in a contact centre	3.1 Describe the features and benefits of the products and/or services offered or supported by the contact centre 3.2 Describe the effect of organisational procedures and guidelines on contact centre operations 3.3 Explain the impact of regulations and legislation on contact centre operations 3.4 Explain the importance of performance management for achieving efficiency in contact centre operations 3.5 Explain the importance of providing feedback that is both motivational and identifies actions for performance improvement	This may include an understanding of: <ul style="list-style-type: none"> <li>• The products and or services offered by the centre and those offered by competitors</li> <li>• Current legislation and how it affects the processes of the centre – e.g. data protection, equality, health &amp; safety</li> <li>• How to keep up to date with changes</li> <li>• How to use performance management as a motivational tool</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 help improve overall performance in a contact centre through monitoring group and individual performance.

## 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	27	Contribute to 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		<b>Find and select</b> 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).