![OCR logo - RECOGNISING ACHIEVEMENT]

Unit Title:	**Improve organisational effectiveness and personal development in a contact centre**	
OCR unit number	2	
Sector unit number:	CC3	
Level:	4	
Credit value:	5	
Guided learning hours:	10	
Unit reference number:	R/503/0350	

Unit purpose and aim

This unit concerns being able to prepare individual and team development plans in a contact centre, organise feedback collection to support personal development and organisational effectiveness, promote and support actions to improve organisational effectiveness and understand the principles underpinning personal development and organisational effectiveness in a contact centre.

Learning Outcomes	Assessment Criteria	Teaching Content
The Learner will:	**The Learner can:**	The Learner may include:
1 Be able to prepare individual and team development plans in a contact centre	1.1 Assess individual and team personal development against identified business needs 1.2 Identify common themes from an analysis of individual and team development needs 1.3 Identify existing development activities that are commensurate with identified development needs 1.4 Identify options for other activities that would meet identified development needs 1.5 Evaluate the strengths and weaknesses of sources of information about development activities relevant to contact centre operations 1.6 Approve individual and team development plans that meet the requirement	• Team and individual roles and responsibilities • Skills/knowledge required for team and individual roles • Current level of skills/knowledge of team members • Learning needs analysis for team members • Available developmental activities – internal and external - and how to access them • Sources of information on developmental activities and the reliability and accuracy of each source • Pros and cons of a range of relevant developmental activities • Appraisals • Performance reviews, 1-2-1s • Personal development plans for team members • Team development plans

Learning Outcomes	Assessment Criteria	Teaching Content
2 Be able to organise feedback collection to support personal development and organisational effectiveness in a contact centre	2.1 Organise opportunities for individuals and teams to obtain feedback without interruption to service 2.2 Enable individuals to have access to information about their personal development and organisational effectiveness needs 2.3 Identify opportunities for personal development and improvements in organisational effectiveness based on feedback 2.4 Confirm that feedback is current and relevant to the contact centre	• Planning of appraisals, performance reviews, 1-2-1s • Team meetings • Records of feedback provided to individuals and team • Statistical performance data • Appropriate sources of feedback on team and individual performance, including customer feedback • How to use feedback to develop team and individual performance • The accuracy, content and relevance of different sources of feedback
3 Be able to promote and support actions to improve organisational effectiveness in contact centre operations	3.1 Encourage suggestions for improvements in organisational effectiveness 3.2 Make individuals aware of the procedures that will facilitate suggestions for improvements in contact centre operations 3.3 Prioritise suggestions for improvements in contact centre operations 3.4 Make recommendations for improvements in contact centre operations in accordance with organisational procedures	• Culture of organisation and how it supports continuous improvement • Records of suggested improvements made by team members • Meetings, appraisals, performance reviews, 1-2-1s • How suggestions are evaluated and linked to business objectives • Business cases for ideas taken forward • Company policy and procedure on continuous improvement
4 Understand the principles underpinning personal development and organisational effectiveness in a contact centre	4.1 Describe the products and/or services offered or supported by the contact centre 4.2 Explain the requirements of contact centre operational procedures and guidelines 4.3 Explain the regulation and legislation that have an impact on contact centre operations 4.4 Explain the strengths and weaknesses of techniques to assess team and individual personal development needs	• The range of products and services offered by the company • Company operating policy and procedures • Legislation – e.g. health & safety; data protection; equality • Regulatory requirements – e.g. professional codes of practice • Different performance measurement tools and techniques • The advantages and disadvantages of each

Learning Outcomes	Assessment Criteria	Teaching Content
	4.5 Explain the importance of prioritising actions which encourage suggestions for improvements in contact centre operations	• The importance of continuous improvement to the achievement of business objectives.

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 have produced personal and team development plans for others, taking into account information about how this can contribute to organisational effectiveness, the knowledge and skills relevant to different roles, individual's workloads and opportunities for learning on the job.

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	3	Improve organisational effectiveness to establish strategy for personal development in a contact centre

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).*