Unit Title: **Support team use of contact centre systems and technology**

OCR unit number	4
Sector unit number:	CC10
Level:	3
Credit value:	6
Guided learning hours:	20
Unit reference number:	R/503/0364

Unit purpose and aim

This unit concerns being able to provide guidance to colleagues on contact centre systems and technology, produce new reports, adjust system parameters to optimise performance, report on potential system enhancements and understand use of systems and technology to support contact centre operations.

Learning Outcomes	Assessment Criteria	Teaching Content
The Learner will: 1 Be able to provide guidance to colleagues on contact centre systems and technology	**The Learner can:** 1.1 Provide advice and guidance in the use of technological functionality that enables optimum efficiency 1.2 Deliver coaching/buddying activities for colleagues in accordance with their development plans	The Learner may include: • System functions and how they support team and individual performance • Coaching plans for colleagues linked to performance objectives • Techniques for coaching and when/how to use them • Examples of coaching sessions carried out
2 Be able to produce new reports in a contact centre	2.1 Identify contact metrics to be included in reports that are capable of contributing to organisational understanding of contact patterns 2.2 Produce new reports that meet the agreed requirements 2.3 Manipulate data according to organisational guidelines to make the most effective presentation of reports	• Measures that contribute to performance measurement – e.g. contact rates/volumes • Reporting functions of the software and how to use them • Company requirements for the content and presentation of reports • Examples of reports produced

Learning Outcomes	Assessment Criteria	Teaching Content
3 Be able to adjust system parameters to optimise performance in a contact centre	3.1 Predict the effects of alterations to applications and systems according to organisational policy and practices 3.2 Change routing rules to adjust contact priorities that meet resource availability and customer expectations 3.3 Identify data flow changes resulting from system updates 3.4 Evaluate the benefits and drawbacks of changes to different routing parameters 3.5 Manage predictive contact queuing efficiently	• Company policy on how calls are routed • Options for routing calls in different ways to maintain performance – e.g. during periods of peak demand; taking account of agent availability • Examples of any changes made and rationale • Impact of any updates that may affect call routing • Ways of managing calls – e.g. business priorities; skillsgroups - and the advantages and disadvantages of different options • Patterns of call volumes and how to manage them • Resource limitations – e.g. budgets; staffing • Examples of work plans
4 Be able to report on potential system enhancements in a contact centre	4.1 Identify areas where a system may benefit from modification 4.2 Evaluate the potential benefits from system modifications against the resource cost of implementation 4.3 Present findings and recommendations in accordance with organisational procedures	• Interpretation of performance data • Options for changes to enhance performance and advantages/disadvantages of each • Company policy on presenting information and making recommendations • Examples of proposals put forward – e.g. reports, meetings
5 Understand the use of systems and technology to support contact centre operations	5.1 Describe the products and/or services offered or supported by the contact centre 5.2 Explain the regulations or legislation that have an impact on contact centre operations 5.3 Explain the organisational procedures and guidelines for contact centre operations 5.4 Explain the organisational procedures and guidelines for the configuration of system parameters	• The products and services offered by the company • Relevant legislation – e.g. data protection; health & safety; equality • Regulatory requirements – e.g. codes of practice • Company policy and procedures • Rationale for call routing, timing, skillsgroups etc. • Different ways of routing calls between agents and the advantages and disadvantages for each

Learning Outcomes	Assessment Criteria	Teaching Content
	5.5 Explain the advantages and disadvantages of routing rule options 5.6 Explain the importance of predictive contact queuing to manage contact distribution	• How to identify potential periods of peak demand and how to balance agent activity to meet performance targets

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 support colleagues in the use of technologies and systems appropriate to their job roles within a contact centre, identifying, reporting and implementing potential enhancements.

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	10	Support team 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)*.