

Unit Title:	Coordinate resource planning strategy in a contact centre
OCR unit number	20
Sector unit number:	CC37
Level:	5
Credit value:	6
Guided learning hours:	12
Unit reference number:	T/503/0423

Unit purpose and aim

This unit concerns being able to enhance contact centre strategy in terms of demand and resource implications, define organisational policies for resource management and understand resource management strategies for contact centre operations.

Learning Outcomes	Assessment Criteria	Teaching Content
<p>The Learner will:</p> <p>1 Be able to enhance contact centre strategy in terms of demand and resource implications</p>	<p>The Learner can:</p> <p>1.1 Evaluate the impact of business strategies on resourcing policies</p> <p>1.2 Evaluate the effectiveness of demand forecasting tools in use against agreed criteria</p> <p>1.3 Agree with colleagues the way in which resourcing policies, associated techniques and resourcing communication methods need to be enhanced</p> <p>1.4 Implement any agreed changes in demand forecasting and resourcing communications in accordance with the plan</p>	<p>This may include an understanding of:</p> <ul style="list-style-type: none"> Anticipated changes in the role or demands on the contact centre due to changes in corporate strategies. The impact of the changes on the resources needed to meet commitments Working with colleagues to plan and implement changes in demand forecasting
<p>2 Be able to define organisational policies for resource management for contact centre operations</p>	<p>2.1 Identify the extent to which resourcing, scheduling and staffing policies meet organisational strategy or objectives</p> <p>2.2 Build colleagues' feedback into plans for enhancements to resource management strategies</p> <p>2.3 Ensure that organisational resourcing, scheduling and staffing policies meet identified objectives</p>	<p>This may include an understanding of:</p> <ul style="list-style-type: none"> The difference in demand at different times in different sections of the contact centre. The transferability of staff and equipment between areas. The limits of the amount of equipment that can be held only for peak times.

Learning Outcomes	Assessment Criteria	Teaching Content
3 Understand resource management strategies for contact centre operations	3.1 Evaluate the impact of regulation and legislation on contact centre operations and resourcing 3.2 Explain the importance of matching demand forecasts with organisational strategy 3.3 Explain the importance and role of colleagues in reviewing and updating resource planning and management development 3.4 Evaluate the strengths and weaknesses of techniques for communicating demand forecasts and resource plans to contact centre staff 3.5 Explain the links between demand forecasting, resource planning and staffing requirements in a contact centre	This may include an understanding of: <ul style="list-style-type: none"> • Legislation and organisational regulations relating to the products or services of the contact centre. • The availability of records of previous planning and any subsequent reviews of the level of success attained. • The timescales involved so that planning is completed giving adequate time to arrange any additional resources and to communicate the plans to staff. • The cost/benefit analysis of the plan.

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 to develop organisational strategies and policies for the forecasting of demand and management of resources in a contact centre.

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	37	Coordinate resource planning strategy 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).