

Unit Title:	Develop personal and organisational effectiveness in a contact centre
OCR unit number	2
Sector unit number:	CC2
Level:	3
Credit value:	4
Guided learning hours:	10
Unit reference number:	Y/503/0348

Unit purpose and aim

This unit concerns being able to improve performance in a contact centre, obtain feedback on work performance, use feedback to improve personal and organisational effectiveness and understand the principles underpinning personal and organisational effectiveness in a contact centre.

Learning Outcomes	Assessment Criteria	Teaching Content
<p>The Learner will:</p> <p>1 Be able to improve performance in a contact centre</p>	<p>The Learner can:</p> <p>1.1 Assess strengths and areas for personal development in the skills and knowledge needed to fulfil job role requirements</p> <p>1.2 Prioritise areas for personal development against job role requirements</p> <p>1.3 Identify development activities that are appropriate for improving identified areas for development</p> <p>1.4 Use learning from development activities in the job role within the agreed timescale</p>	<p>The learner may include:</p> <ul style="list-style-type: none"> • Skills/knowledge required for role • Identification of current level of own skills/knowledge – e.g. personal SWOT analysis • Learning needs analysis • Personal development plan with targets and timescales • Rationale for plan • Relevant learning activities and how to access them • Records of learning activities undertaken • Examples of how learning activities undertaken have enhanced performance
<p>2 Be able to obtain feedback on work performance in a contact centre</p>	<p>2.1 Identify sources of feedback that will help develop personal and organisational effectiveness</p> <p>2.2 Obtain feedback from different sources that are relevant to their job role</p>	<ul style="list-style-type: none"> • How to obtain feedback on own performance and from whom – e.g. line manager, coach, mentor, customers, other • How to use feedback to identify development needs • Appraisals • Performance reviews, 1-2-1s

Learning Outcomes	Assessment Criteria	Teaching Content
<p>3 Be able to use feedback to improve personal and organisational effectiveness in a contact centre</p>	<p>3.1 Agree with a person in authority the actions to be undertaken as a result of an analysis of the feedback</p> <p>3.2 Agree a development plan with a person in authority which includes agreed objectives</p> <p>3.3 Implement agreed actions in accordance with the development plan</p> <p>3.4 Evaluate the effectiveness of the development plan against agreed objectives</p>	<ul style="list-style-type: none"> • Personal development plan agreed with line manager • SMART objectives for learning activities undertaken • Records of learning activities undertaken • Reflection on learning activities • Examples of how learning activities have enhanced performance • The advantages and disadvantages of learning activities undertaken
<p>4 Understand the principles underpinning personal and organisational effectiveness in a contact centre</p>	<p>4.1 Explain the products and/or services offered or supported by the contact centre</p> <p>4.2 Explain the requirements of contact centre operational procedures and guidelines</p> <p>4.3 Explain the regulation and legislation that have an impact on contact centre operations</p> <p>4.4 Explain the importance of taking responsibility for personal development</p> <p>4.5 Describe self-assessment techniques for measuring personal strengths and weaknesses</p> <p>4.6 Explain the importance of prioritising actions to develop personal and organisational effectiveness</p> <p>4.7 Explain methods for analysing feedback about personal and organisational effectiveness</p>	<ul style="list-style-type: none"> • The products and services offered by the company • The purpose and target market for each • Company policy and procedures • Legislation – e.g. health & safety; data protection; equality • Regulatory requirements – eg professional codes of practice • Why personal development is important • Self assessment techniques – e.g. personal SWOT analysis; learning needs analysis • How to prioritise learning needs – business needs; financial implications • How to obtain feedback on own performance and from whom – e.g. line manager, coach, mentor, customers, other • How to interpret feedback in relation to business objectives and personal performance

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 a personal development plan taking into account information about how this can contribute to organisational effectiveness, the knowledge and skills relevant to your role, your workload and opportunities for learning on the job.

Your personal development plan must be put on record and agreed with an appropriate person (e.g. line manager, supervisor, mentor, assessor, personnel officer).

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	2	Seek opportunities to develop your own personal effectiveness at work 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 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).

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