

H127 04 (CFACC10) Support team use of contact centre systems and technology

Overview

What this standard is about

Contact centres use a variety of systems and technology to handle contacts with customers. Agents and trainees make use of the basic features of those systems sometimes with some simple variations and adjustments. They need support to have access to the more complex features and systems use by the contact centre. They also need somebody within the team who can make longer term modifications to system configuration and can carry forward suggestions for potential system enhancements.

Performance Criteria

You must be able to:

Use and provide guidance for colleagues on contact centre systems and technology

- 1 Carry out all standard contact handling tasks making efficient and effective use of systems and technology.
- 2 Access complex customer information through the customer relationship management (CRM) system.
- 3 Respond to colleagues' queries about problems with contact handling or CRM information.
- 4 Carry out buddying or coaching activities with colleagues to develop their understanding of contact centre systems and technology.
- 5 Support colleagues to develop their understanding of customer benefits from different system functions.

Produce new and pre-defined reports

- 6 Identify and agree with colleagues customer and contact information that is needed as report output from the system.
- 7 Support colleagues by developing their understanding of checks and adjustments needed for pre-defined reports.
- 8 Identify contact metrics to be included in reports that will contribute to organisational understanding of contact patterns and significance.
- 9 Design new reports for production on the system.
- 10 Manipulate data to make for the most effective presentation in reports.

Adjust system parameters to optimise performance

- 11 Change routing rules to adjust contact priorities subject to resource availability and customer expectations.
- 12 Predict the effects of alterations to applications and systems.
- 13 Identify data flow changes resulting from adjustments and alterations to the systems.
- 14 Identify the benefits and drawbacks of changes to different routing parameters.
- 15 Use predictive contact queuing to manage contacts efficiently and effectively.

Identify and report potential systems enhancements

- 16 Work with colleagues to identify areas where a system may benefit from modification or enhancement.
- 17 Evaluate the potential benefits from system modifications or enhancements against the resource cost of implementation.
- 18 Make recommendations for further investigation into possible system modifications or enhancements.

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Knowledge and Understanding

You need to know and understand:

- (a) The services and/or products offered or supported by the contact centre.
- (b) Organisational requirements and external regulation or legislation that impact on contact agent work.
- (c) Organisational procedures and guidelines for contact agent work and the configuration of system parameters.
- (d) The range of contact information available through the CRM system.
- (e) Buddying and coaching techniques for helping colleagues to develop their contact centre knowledge and skills.
- (f) Benefits of different system functions.
- (g) The importance of contact centre metrics in the reporting of contact centre activities.
- (h) The importance of overall checking of report output for general sense before use.
- (i) Techniques for new report design as output from a contact centre system.
- (j) Options for data manipulation during the production of contact centre system reports.
- (k) Routing rule options including predictive wait time, agent skills base, workload, time of day, day of the week and contact location.
- (l) The benefits and drawbacks of different routing parameters.
- (m) Options for predictive contact queuing to manage contact distribution.
- (n) How to identify areas where a system may benefit from modification or enhancement.
- (o) The importance of presenting recommendations for modifications or enhancements with evidence of potential benefits and resource implications.

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Evidence Requirements

To achieve this Unit you will need to ensure that your evidence covers all Performance Criteria and Knowledge and Understanding.

- 1 All evidence must be based on your performance at work.
- 2 You may collect the evidence for the Unit through work in a private sector organisation, a not-for-profit organisation or a public services organisation.
- 3 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.
- 4 You must provide evidence that you support team use of contact centre systems and technology taking into account the policies and procedures of your organisation.

Comments
Statement of competence
I confirm that all evidence (including Knowledge and Understanding), for the entire Unit has been met:
Candidate's signature _____ Date _____
Internal Verifier's signature _____ Date _____
Assessor's signature _____ Date _____ Date sampled (by IV) _____