

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.

CFACC10

Support team use of contact centre systems and technology

Performance criteria

You must be able to:

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

- P1 Carry out all standard contact handling tasks making efficient and effective use of systems and technology
- P2 Access complex customer information through the customer relationship management (CRM) system
- P3 Respond to colleagues' queries about problems with contact handling or CRM information
- P4 Carry out buddying or coaching activities with colleagues to develop their understanding of contact centre systems and technology
- P5 Support colleagues to develop their understanding of customer benefits from different system functions

Produce new and pre-defined reports

- P6 Identify and agree with colleagues customer and contact information that is needed as report output from the system
- P7 Support colleagues by developing their understanding of checks and adjustments needed for pre-defined reports
- P8 Identify contact metrics to be included in reports that will contribute to organisational understanding of contact patterns and significance
- P9 Design new reports for production on the system
- P10 Manipulate data to make for the most effective presentation in reports

Adjust system parameters to optimise performance

- P11 Change routing rules to adjust contact priorities subject to resource availability and customer expectations
- P12 Predict the effects of alterations to applications and systems
- P13 Identify data flow changes resulting from adjustments and alterations to the systems
- P14 Identify the benefits and drawbacks of changes to different routing parameters
- P15 Use predictive contact queuing to manage contacts efficiently and effectively

Identify and report potential systems enhancements

CFACC10

Support team use of contact centre systems and technology

- P16 Work with colleagues to identify areas where a system may benefit from modification or enhancement
- P17 Evaluate the potential benefits from system modifications or enhancements against the resource cost of implementation
- P18 Make recommendations for further investigation into possible system modifications or enhancements

CFACC10

Support team use of contact centre systems and technology

Knowledge and understanding

You need to know and understand:

- K1 The services and/or products offered or supported by the contact centre
- K2 Organisational requirements and external regulation or legislation that impact on contact agent work
- K3 Organisational procedures and guidelines for contact agent work and the configuration of system parameters
- K4 The range of contact information available through the CRM system
- K5 Buddying and coaching techniques for helping colleagues to develop their contact centre knowledge and skills
- K6 Benefits of different system functions
- K7 The importance of contact centre metrics in the reporting of contact centre activities
- K8 The importance of overall checking of report output for general sense before use
- K9 Techniques for new report design as output from a contact centre system
- K10 Options for data manipulation during the production of contact centre system reports
- K11 Routing rule options including predictive wait time, agent skills base, workload, time of day, day of the week and contact location
- K12 The benefits and drawbacks of different routing parameters
- K13 Options for predictive contact queuing to manage contact distribution
- K14 How to identify areas where a system may benefit from modification or enhancement
- K15 The importance of presenting recommendations for modifications or enhancements with evidence of potential benefits and resource implications

CFACC10

Support team use of contact centre systems and technology

Developed by	CfA Business Skills @ Work
Version number	1.0
Date approved	May 2011
Indicative review date	May 2014
Validity	Current
Status	Original
Originating organisation	CfA Business Skills @ Work
Original URN	N/A
Relevant occupations	Operator, centre, contact, Adviser, Agent
Suite	Contact Centre 2011
Key words	Contact Centre, customer contact, contact centre systems, contact centre technology, system guidance, reporting, system parameters, system enhancements, supporting colleagues