

CFACC11

Manage the 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. Operational use of the systems and technology is carried out by agents and team leaders. Some have authority to adjust parameters and make decisions about routing to ensure that service is effective and efficient. They may also make recommendations about more fundamental modifications and enhancements which are considered by those with authority in that area. Overall systems and technology must be managed by coordinating output, supporting staff, monitoring report output, considering enhancements and managing system development.

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Performance criteria

You must be able to:

Control contact centre systems and technology operations

- P1 Monitor effectiveness of use of systems through performance metrics
- P2 Monitor production of routine and specialist reports
- P3 Assess individual and team support needed for effective use of systems and technology
- P4 Organise activities to develop individual and team skills in use of systems and technology

Update and define system configuration parameters to optimise performance

- P5 Review monitoring reports and metrics to identify opportunities to improve system performance
- P6 Review current configuration parameters against performance metrics
- P7 Identify options for changes to system configuration to improve performance
- P8 Work with colleagues to identify practical opportunities for system improvement through configuration parameter changes
- P9 Select and implement configuration parameter changes to improve performance

Define system parameters to optimise performance

- P10 Set routing rules to establish contact priorities which meet customer expectations with normal resource availability
- P11 Analyse the effects of alterations to applications and systems
- P12 Identify data flows between one system and another
- P13 Identify the benefits and drawbacks of different routing parameters
- P14 Establish predictive contact queuing rules to manage contacts efficiently and effectively

Develop policy for continuity and on-going development of systems

- P15 Identify and agree organisational policy for operational continuity of systems
- P16 Review systems and technology to identify opportunities for system enhancements
- P17 Use review information to devise detailed operational continuity plans for

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systems

P18 Contribute to the development of organisational policy for operational continuity of systems

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Knowledge and understanding

You need to know and understand:

- K1 The services and/or products offered or supported by the contact centre
- K2 Organisational procedures and guidelines for front line delivery of contact centre service
- K3 The service offer of the contact centre and the boundaries placed on that offer
- K4 External regulation and legislation that impact on the operations of the contact centre and its systems
- K5 Options for routing rules and other system configurations that can be used to improve service
- K6 Techniques for assessing individual and team needs for support in the delivery of contact centre services
- K7 Options for activities to develop team and individual skills
- K8 Performance metrics that are clear indicators of efficiency and effectiveness in contact centre operations
- K9 System configuration parameters and how they can be used to improve efficiency and effectiveness
- K10 The importance of clear organisational policies on continuity and ongoing development of systems
- K11 Risk assessment techniques that can be applied to systems and technology
- K12 The importance of effective decision pathway analysis in contact centre system design

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