

CFACC12

Develop strategy for contact centre systems and technology



Overview

What this standard is about

All contact centres place a heavy reliance on systems and technology. Operational use, monitoring and operational management of those systems ensure that day-to-day service can be delivered efficiently and effectively. However, systems cannot maintain efficiency and effectiveness in the face of new technology development and the activities of perceived competitors. Strategy and policy on use of systems and technology must reflect overall business and must translate into practical actions for development and improvement where opportunities exist.

This standard is about the strategic coordination of systems and technology throughout a contact centre.

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Performance criteria

You must be able to:

Review, define and agree strategy for contact centre systems

- P1 Identify organisational strategy for contact centre systems and technology
- P2 Review contact centre systems and technology against current and anticipated business requirements
- P3 Define strategy for contact centre systems and technology
- P4 Consult with appropriate colleagues to agree a strategy for a contact centre's systems and technology

Define organisational policy to ensure operational continuity for contact centre systems and technology

- P5 Identify key policy drivers that result from systems and technology strategy and operational requirements
- P6 Assess risks associated with breach of operational continuity resulting from systems or technology failure
- P7 Identify positive steps to mitigate risks associated with systems or technology failure
- P8 Consult and agree with appropriate colleagues practical policies to ensure operational continuity of systems and technology

Contribute to overall business strategy through effective use of systems and technology

- P9 Identify key aspects of overall business strategy that are influenced by systems and technology
- P10 Analyse features of systems and technology that provide most opportunities to contribute to overall business strategy
- P11 Work with colleagues to ensure that systems and technology strategy complements overall business strategy

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Knowledge and understanding

You need to know and understand:

- K1 The services and/or products offered or supported by contact centre operation
- K2 Organisational procedures and guidelines and the structure of contact centre tasks that are affected by operational continuity issues and overall business strategy
- K3 External regulation and legislation that impact on the options available for contact centre strategy and policies
- K4 Techniques for developing and presenting business strategies and policies that adapt readily to practical system and technology situations in a contact centre
- K5 Organisational business strategies that may impact on systems and technology strategies in a contact centre
- K6 The importance of involving colleagues in agreement of strategy and policies for contact centre systems and technology
- K7 Why performance optimisation is a central requirement for any proposed strategy and how it can be measured
- K8 Types of policy driver that may result from system and technology policy
- K9 Risk assessment techniques that adapt well to use with contact centre systems and technology
- K10 Options for mitigating risks associated with system and technology failure in a contact centre
- K11 The importance of agreeing policies and strategies with appropriate colleagues
- K12 The importance of making appropriate links between overall business strategy and systems and technology strategy in a contact centre

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