

CFACC26

Coordinate customer communication processes in a contact centre



Overview

What this standard is about

Effective communication with customers is essential to the success of all contact centre operations. Choices must be made about how information is exchanged with customers, the boundaries of what individuals are allowed to deal with and the style and approach to communication used by the centre. Communication policy and processes must fit with organisational objectives, the communication media available to the team and team skills. Procedures and guidelines promote consistency of approach. Front line individuals delivering customer service are supported by team leaders as their communication skills develop.

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Performance criteria

You must be able to:

Develop customer communication policies in a contact centre

- P1 Identify organisational business and customer service objectives
- P2 Review media options available for communication with customers
- P3 Evaluate the benefits and costs of choosing different media for communication with customers
- P4 Consult front line customer contact colleagues about the practical needs of dealing with customer communication
- P5 Draft customer communication policies for use in the contact centre
- P6 Agree with appropriate management colleagues customer communication policies for use in the contact centre

Support development of customer service procedures and guidelines for use by front line colleagues

- P7 Work with colleagues to sub-divide policies into types of customer contact
- P8 Link customer communication policy with customer service objectives to guide development of procedures and guidelines
- P9 Audit draft procedures and guidelines for compliance with customer communication policy
- P10 Reconcile customer communication policy with procedures and guidelines to ensure that they are fit for purpose

Contribute to team skills development to enhance customer service through effective customer communication in a contact centre

- P11 Review team and individual communication skills in the contact centre context
- P12 Contribute to team and individual development plans to advance communication skills levels
- P13 Implement communication skills development plans that contribute to service levels in the contact centre
- P14 Evaluate the contribution of skills development activities to achievement of communication policy objectives

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Knowledge and understanding

You need to know and understand:

- K1 The services or products offered or supported by your contact centre
- K2 Regulations and legislation that impact on the world of the contact centre
- K3 Organisational procedures and guidelines for front line colleagues communicating with customers
- K4 Organisational business and customer service objectives
- K5 The benefits and drawbacks of communicating with customers verbally and in writing
- K6 The importance of involving front line colleagues in review of communication policies and procedures
- K7 The key components of a customer communication policy
- K8 Techniques for devising procedures and guidelines for use by front line staff when communicating with customers
- K9 The importance of planning skills development actions at team and individual levels
- K10 Methods for developing team and individual communication skills

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