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## Overview

### What this standard is about

Personal development and your contribution to organisational effectiveness are important components of organisational performance and improvement. This involves taking learning opportunities and obtaining and using feedback. More senior colleagues such as team leaders are expected to take ownership of their own learning and development. They may also be expected to contribute to buddying and coaching of less experienced colleagues. Those less experienced staff are expected to participate in learning activities and to use feedback in their own way. The overall pattern of personal development and contribution to organisational effectiveness must be organised as must formal feedback and development of procedures to encourage development.

# CFACC3

## Improve organisational effectiveness and personal development in a contact centre

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### Performance criteria

*You must be able to:*

#### **Organise individual and team development activities in a contact centre**

- P1 Assess individual and team personal development needs in a contact centre
- P2 Collate information on individual and team personal development needs to identify common themes
- P3 Identify existing development activities that might meet the personal development needs revealed by your assessment of needs
- P4 Identify options for other activities that will meet development needs revealed by your assessment of needs
- P5 Oversee the preparation of individual and team development plans for work in a contact centre

#### **Organise feedback collection to support personal development and organisational effectiveness in a contact centre**

- P6 Identify opportunities to obtain feedback for individuals and teams in a contact centre
- P7 Organise opportunities for individuals and teams to obtain feedback without interruption to service in a contact centre
- P8 Monitor feedback collection to ensure that contact centre colleagues have access to information about their personal development and organisational effectiveness needs
- P9 Work with colleagues to identify opportunities for personal development and improvements in organisational effectiveness based on feedback
- P10 Oversee use of feedback by colleagues and teams to ensure that it is active and relevant to the contact centre

#### **Promote and support actions to improve organisational effectiveness in contact centre operations**

- P11 Update and maintain procedures to encourage suggestions for improvements
- P12 Ensure that colleagues are aware of procedures to make suggestions for improvements in contact centre operations
- P13 Work with colleagues to establish priorities in suggestions for improvements in contact centre operations

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- P14 Make recommendations to those with appropriate authority regarding suggestions for improvements in contact centre operations

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#### Knowledge and understanding

*You need to know and understand:*

- K1 The services and products offered or supported by the contact centre
- K2 Organisational procedures and guidelines for contact centre operations
- K3 Organisational requirements and external regulation and legislation that impact on contact centre operations
- K4 Techniques for assessment of team and individual personal development needs
- K5 Ways to identify common themes in personal development needs
- K6 Sources of information about available development activities that are relevant to contact centre operations
- K7 Techniques for preparing personal development plans relevant to contact centre operations
- K8 Techniques for developing team development plans relevant to contact centre operations
- K9 Sources of feedback for contact centre staff including feedback from customers and feedback from colleagues
- K10 The importance of combining routine feedback with occasional feedback to identify improvement opportunities
- K11 Techniques for encouraging suggestions for improvements in contact centre operations
- K12 Techniques for prioritising actions which encourage suggestions for improvements in contact centre operations
- K13 The importance of presenting suggestions for improvements to contact centre operations to the right people and persuasively

## CFACC3

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**Original URN** CC3

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**Relevant occupations** Operator, centre, contact, Adviser, Agent

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**Suite** Contact Centre

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**Key words** Contact Centre, development activities, personal effectiveness, organisational effectiveness, learning, personal development, team development, performance, feedback