

CFACC36

Manage resource planning and improvement of resource allocation in a contact centre



Overview

What this standard is about

Contact centre activity is subject to constant variation in volume. Monitoring of activity levels and types of contact provides vital information for resource planning. Resource planning is carried out by people in different roles. It involves producing demand forecasts which are shared with all appropriate colleagues and organising staffing activities that are appropriately resourced. Resourcing policies must also be developed to meet changing requirements.

CFACC36

Manage resource planning and improvement of resource allocation in a contact centre

Performance criteria

You must be able to:

Devise and develop organisational approaches to demand forecasting in a contact centre

- P1 Review organisational approaches to demand forecasting
- P2 Identify organisational strategy and objectives that provide pointers for future demand levels
- P3 Identify alternative approaches to demand forecasting that may be considered
- P4 Review demand forecasting tools and the use of confidence limits to assess their suitability for organisational objectives
- P5 Specify and implement actions to adapt demand forecasting methods

Specify and allocate resources to meet demand in a contact centre

- P6 Identify what resources are available for deployment in a contact centre
- P7 Analyse demand forecasts to identify what resources are required
- P8 Work with colleagues to specify and allocate resources
- P9 Agree on resource demands and factors that influence your freedom to allocate and deploy resources in any particular combination and schedule pattern
- P10 Allocate and deploy resources in the contact centre in a way that optimises efficiency and effectiveness

Contribute to the development of resource policies in a contact centre

- P11 Identify current organisational resource policies in the light of organisational objectives
- P12 Review organisational resource policies in the light of organisational objectives
- P13 Consult with colleagues regarding resource policies and the possible need for any developments
- P14 Recommend and agree changes to organisational resource policies

CFACC36

Manage resource planning and improvement of resource allocation in a contact centre

Knowledge and understanding

You need to know and understand:

- K1 The services or products offered or supported by contact centre operations
- K2 Organisational requirements and external regulation or legislation that impact on contact centre operations
- K3 Organisational procedures and guidelines relating to resource requirements
- K4 Organisational strategies and objectives that may impact on resource planning
- K5 Methods of demand forecasting for contact centre operations
- K6 Uses of confidence limits in demand forecasting for contact centres
- K7 Factors to consider when identifying resources available for contact centre operations
- K8 Techniques for specifying and allocating resources in contact centre operations
- K9 The importance of reaching agreement with colleagues on allocation and deployment of resources
- K10 The influence that allocation and deployment of resources can have on efficiency and effectiveness in contact centre operations
- K11 Presentation and expression of resource policies in a way that communicates clearly and practically
- K12 Techniques for managing changes in resource policies for contact centre operations

CFACC36

Manage resource planning and improvement of resource allocation in a contact centre

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, demand forecasts, resource planning, resource allocation, resource policies