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## Overview

This standard is about developing and managing strategies for use of contact centre systems and technologies. It covers updating and defining system configuration parameters to optimise overall performance of the systems and technologies in a contact centre. It involves reviewing and defining of these systems to ensure that day-to-day service can be delivered within required performance levels and targets. It also involves identifying potential system enhancements and modifications required within own area of responsibility. You will contribute to organisational policies and overall business strategy about use of systems and technologies. It is for contact centre professionals on supervisory or managerial levels who develop and manage strategies for use of systems and technologies in a contact centre.

## Performance criteria

*You must be able to:*

### **Update and define system configuration parameters to optimise performance**

1. review and analyse monitoring reports and metrics to identify opportunities to improve system performance
2. review current configuration parameters against performance metrics
3. identify options for changes to system configuration to improve performance, if required
4. work with colleagues to identify practical opportunities for system improvement through configuration parameter changes
5. select and implement configuration parameter changes to improve performance
6. set routing rules to establish contact priorities which meet customer expectations with normal resource availability
7. analyse the effects of alterations to applications and systems
8. identify data flows between the systems
9. identify the advantages and disadvantages of different routing parameters
10. establish predictive contact queuing rules to manage contacts

### **Review, define and agree strategy for contact centre systems**

11. identify organisational strategy for contact centre systems and technologies
12. review contact centre systems and technology against current and anticipated business requirements
13. define strategy for contact centre systems and technologies
14. consult with appropriate colleagues to agree a strategy for a contact centre's systems and technologies

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### **Develop policy for continuity and on-going development of systems**

15. identify and agree organisational policy for operational continuity of systems
16. review systems and technologies to identify opportunities for system enhancements and modifications
17. assess risks associated with breach of operational continuity resulting from systems or technology failure
18. use review information to devise detailed operational continuity plans for systems
19. identify positive steps to mitigate risks associated with systems or technology failure
20. consult and agree with relevant colleagues practical policies to ensure operational continuity of systems and technology
21. contribute to the development of organisational policy for operational continuity of systems

### **Contribute to overall business strategy about use of systems and technology**

22. identify key aspects of overall business strategy that are influenced by systems and technologies
23. analyse features of systems and technologies that provide most opportunities to contribute to overall business strategy
24. work with colleagues to ensure that systems and technology strategy complements overall business strategy
25. follow current legal, regulatory and data protection requirements, codes of practice and organisational policies and procedures relating to handling personal information and use of technologies

## Knowledge and understanding

### *You need to know and understand:*

1. the services and products offered or supported by the contact centre
2. the external regulation and legislation that impact on the operations of the contact centre and its systems
3. how to select and arrange data during the production of contact centre system reports
4. how to identify changes to data flow resulting from adjustments and alterations to systems
5. the techniques for assessing individual and team needs for support in the delivery of contact centre services
6. the options for activities to develop team and individual skills
7. the performance metrics of contact centre operations
8. the importance of contact centre metrics in the reporting of contact centre activities
9. the system configuration parameters and how they can be used to improve efficiency and effectiveness
10. the current and anticipated business requirements for use of systems and technologies
11. the benefits and drawbacks of different routing parameters
12. the options for routing rules and other system configurations that can be used to improve service
13. the routing rule options including predictive wait time, agent skills base, workload, time of day, day of the week and contact location
14. the organisational procedures and guidelines for contact centre operations
15. the structure of contact centre tasks that are affected by operational continuity issues and overall business strategy
16. the importance of decision pathway analysis in contact centre system design
17. the organisational business strategies that may impact on systems and technology strategies
18. the techniques for developing and presenting business strategies and policies that adapt to systems and technology situations
19. why performance optimisation is a central requirement for any proposed strategy and how it can be measured
20. the types of policy drivers that may result from system and technology

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guidelines

21. how to evaluate the potential benefits and cost implications from system modifications and enhancements

22. the importance of presenting recommendations for modifications or enhancements with evidence of potential benefits and resource implications

23. the risk assessment techniques that adapt well to use with contact centre systems and technology

24. the options for mitigating risks associated with system and technology failure in a contact centre

25. the importance of making appropriate links between overall business strategy and systems and technology strategy in a contact centre

26. the importance of agreeing policies and strategies with appropriate colleagues

27. the current legal, regulatory and data protection requirements, codes of practice and organisational policies and procedures relating to handling personal information and use of technologies

INSCC002

Develop and manage strategies for use of contact centre systems and technologies



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