

Mapping ICT02 Telecommunications Training Package V2.0 Customer
Contact Qualifications and Units of Competency to
BSB07 Business Services TP v2.0

ICT02 Customer Contact Qualifications		
Customer Contact Qualification from ICT02 Training Package v2.0	Related BSB07 Business Services Training Package v2.0 Qualification	Relationship to BSB07 v2.0 Qualification
ICT20102 Certificate II in Customer Contact	BSB20207 Certificate II in Customer Contact	Qualification updated and equivalent to ICT20102
ICT30102 Certificate III in Customer Contact	BSB30207 Certificate III in Customer Contact	Qualification updated and equivalent to ICT30102
ICT40102 Certificate IV in Customer Contact	BSB40307 Certificate IV in Customer Contact	Qualification updated and equivalent to ICT40102
ICT50102 Diploma of Customer Contact Leadership	BSB50307 Diploma of Customer Contact	Qualification updated and equivalent to ICT50102
ICT60102 Advanced Diploma of Customer Contact Management	BSB60307 Advanced Diploma of Customer Contact	Qualification updated and equivalent to ICT60102

ICT02 Customer Contact units of competency		
Customer Contact Unit from ICT02 Training Package v2.0	Related BSB07 Business Services Training Package v2.0 Unit Code and Title	Relationship to BSB07 v2.0 unit of competency
ICTCC100A Follow Occupational Health and Safety policy and procedures	BSBOHS201A Participate in OHS processes	Unit equivalent to ICT02 Telecommunications Training Package unit ICTCC100A
ICTCC101A Communicate effectively in a customer contact centre	BSBCMM201A Communicate in the workplace	Unit equivalent to ICT02 Telecommunications Training Package unit ICTCC101A
ICTCC110A Work effectively in a contact centre environment	BSBIND101A Work effectively in a contact centre environment	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC110A

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ICTCC111A Respond to inbound customer contact	BSBCCO201A Action customer contact	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC111A and ICTCC112A
ICTCC112A Conduct outbound contact operations	BSBCCO201A Action customer contact	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC111A and ICTCC112A
ICTCC120A Use basic computer technology	BSBITU101A Operate a personal computer	Unit equivalent to ICT02 Telecommunications Training Package unit ICTCC120A
ICTCC121A Use an enterprise information system	BSBCCO301A Use multiple information systems	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC320A and ICTCC121A
ICTCC130A Provide quality customer service	BSB201A Deliver a service to customers	Unit equivalent to ICT02 Telecommunications Training Package unit ICTCC130A
ICTCC231A Fulfill customer requests	BSBCUS301A Deliver and monitor a service to customers	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC330A and ICTCC231A

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ICTCC241A Process sales	BSBCCO304A Provide sales solutions to customers	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC341A and ICTCC241A
ICTCC251A Receive and action customers fault reports	BSBCMM301A Process customer complaints	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC352A, ICTCC251A, ICTCC252A and ICTCC351A
ICTCC252A Resolve customer complaints	BSBCMM301A Process customer complaints	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC352A, ICTCC251A, ICTCC252A and ICTCC351A
ICTCC260A Process low risk credit applications	BSBCCO305A Process credit applications	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC360A and ICTCC260A
ICTCC261A Process basic customer account enquiries	BSBCUS301A Deliver and monitor a service to customers	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC330A, ICTCC261A and ICTCC231A
ICTCC270A Conduct data collection	BSBCCO202A Conduct data collection	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC270A

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ICTCC300A Organise work priorities and development	BSBWOR301A Organise personal work priorities and development	Unit equivalent to ICT02 Telecommunications Training Package unit ICTCC300A
ICTCC301A Manage workplace relationships in a contact centre	BSBWOR203A Work effectively with others	Unit equivalent to ICT02 Telecommunications Training Package unit ICTCC301A
ICTCC320A Use multiple information systems	BSBCCO301A Use multiple information systems	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC320A and ICTCC121A
ICTCC330A Manage customer relationships	BSBCUS301A Deliver and monitor a service to customers	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC330A, ICTCC261A and ICTCC231A
ICTCC331A Deploy customer service field staff	BSBCCO302A Deploy customer service field staff	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC331A
ICTCC340A Conduct a telemarketing campaign	BSBCCO303A Conduct a telemarketing campaign	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC340A
ICTCC341A Provide sales solutions to customers	BSBCCO304A Provide sales solutions to customers	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC341A and ICTCC241A

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ICTCC351A Negotiate with customers on major faults	BSBCMM301A Process customer complaints	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC352A, ICTCC251A, ICTCC252A and ICTCC351A
ICTCC352A Resolve complex customer complaints	BSBCMM301A Process customer complaints	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC352A, ICTCC251A, ICTCC252A and ICTCC351A
ICTCC360A Process high risk credit applications	BSBCCO305A Process credit applications	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC360A and ICTCC260A
ICTCC361A Process complex accounts, service severance and defaults	BSBCCO306A Process complex accounts, service severance and defaults	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC361A
ICTCC410A Lead operations in a contact centre	BSBMGT405A Provide personal leadership	Unit equivalent to ICT02 Telecommunications Training Package unit ICTCC410A
ICTCC411A Monitor safety in a contact centre	BSBOHS407A Monitor a safe workplace	Unit equivalent to ICT02 Telecommunications Training Package unit ICTCC411A

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ICTCC412A Implement continuous improvement in a contact centre	BSBMGT403A Implement continuous improvement	Unit equivalent to ICT02 Telecommunications Training Package unit ICTCC4122A
ICTCC413A Lead innovation and change in a customer contact centre	BSBINN301A Promote innovation in a team environment	Unit equivalent to ICT02 Telecommunications Training Package unit ICTCC413A
ICTCC420A Administer customer contact telecommunications technology	BSBCCO401A Administer customer contact telecommunications technology	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC420A
ICTCC431A Implement customer service strategies in a contact centre	BSBCUS401A Coordinate implementation of customer service strategies	Unit equivalent to ICT02 Telecommunications Training Package unit ICTCC431A
ICTCC470A Implement information systems in a contact centre	BSBINM401A Implement workplace information system	Unit equivalent to ICT02 Telecommunications Training Package unit ICTCC470A
ICTCC471A Acquire product or service knowledge	BSBPRO401A Develop product knowledge	Unit equivalent to ICT02 Telecommunications Training Package unit ICTCC471A
ICTCC472A Gather, collate and record information	BSBCCO402A Gather, collate and record information	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC472A and ICTCC473A

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ICTCC473A Analyse information	BSBCCO402A Gather, collate and record information	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC472A and ICTCC473A
ICTCC480A Provide leadership in a contact centre	BSBMGT405A Provide personal leadership	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC480A
ICTCC481A Lead teams in a contact centre	BSBMGT401A Show leadership in the workplace BSBMGT Implement operational plan	Units equivalent to ICT02 Telecommunications Training Package unit ICTCC481A
ICTCC482A Develop teams and individuals in a contact centre	BSBLED401A Develop teams an individuals	Unit equivalent to ICT02 Telecommunications Training Package unit ICTCC482A
ICTCC610A Optimise customer contact operations	BSBCCO601A Optimise customer contact operations	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC610A
ICTCC611A Manage customer contact information systems	BSBCCO602A Manage customer contact information	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC611A
ICTCC620A Configure and optimise customer contact technology	BSBITA601A Configure and optimise customer contact technology	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC620A

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ICTCC621A Design and launch new customer contact facilities	BSBCCO603A Design and launch new customer contact facilities	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC621A
ICTCC630A Develop and maintain a service level strategy	BSBCCO604A Develop and maintain a service level strategy	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC630A
ICTCC640A Develop and maintain a customer contact marketing strategy	BSBCCO605A Develop and maintain a customer contact marketing strategy	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC640A
ICTCC641A Campaign design and fulfillment	BSBMKG610A Develop, implement and monitor a marketing campaign	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC641A
ICTCC670A Forecast and plan using call traffic information analysis	BSBCCO606A Forecast and plan using customer contact traffic information analysis	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC670A
ICTCC680A Manage customer contact centre staffing	BSBCCO607A Manage customer contact centre staffing	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC680A
ICTCC681A Manage customer contact operational costs	BSBCCO608A Manage customer contact operational costs	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC681A

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ICTCC682A Develop a contact centre business plan	BSBMGT618A Develop a contact centre business plan	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC682A
ICTCC683A Strategic integration of customer contact operations	BSBCCO609A Integrate customer contact operations within the organisation	Unit updated and equivalent to ICT02 Telecommunications Training Package unit ICTCC683A
ICTCC684A Conduct a contact centre audit	BSBAUD501B Initiate a quality audit	Unit equivalent to ICT02 Telecommunications Training Package unit ICTCC684A

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Explanatory Notes

Background

Innovation and Business Skills Australia (IBSA) was funded by DEST in 2006 to review the Customer Contact stream within the Telecommunications Training Package. Wendy Perry and Associates Pty Ltd (WPAA) were contracted by IBSA to manage this project.

The Customer Contact Training Package Review project involved the review of existing competency standards, refinement of existing standards and the development of new competency standards where required. A national project reference group was formed of Customer Contact industry representatives, Registered Training Organisation representatives (public, private and enterprise) and a State Training Authority representative.

The project included an establishment phase; development stage; editing and final draft submission as detailed below.

Completion of Establishment Phase was demonstrated through the following key tasks and provision of a report to IBSA:

- Provide a draft Project Plan
- Assist in the establishment of a National Project Reference Group (NPRG) comprised of stakeholders from the Customer Contact industry, Federal body as well as Registered Training Organisations and a State Training Authority;
- Develop and implement a strategy to facilitate industry wide and cross industry consultation and validation arrangements;
- First National Project Reference Group (NPRG) meeting scheduled in consultation with IBSA project manager
- Record on IBSA Feedback online register any issue that has been encountered in the delivery of the project.

Completion of Development stage was demonstrated through the following key tasks and provision of a report to IBSA:

- Undertake a functional analysis to review existing and develop new units of competency as appropriate.
- Develop new and revised units, skills sets and qualifications in the context of ISQF project.
- Address employability skills by undertaking a mapping analysis in the revision of current units and incorporating employability skills in all units and qualifications.
- Report on National Project Reference Group (NPRG)
- Record on IBSA Feedback online register any issue that has been encountered in the delivery of the project.

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Completion of Final Draft submission was demonstrated through the following key tasks and provision of a report to IBSA:

- Validate final draft units of competency and qualifications with all stakeholders;
- Report on National Project Reference Group (NPRG) meeting(s);
- Review and modify draft materials and prepare endorsed components ready for submission to the National Quality Council (NQC);
- Submit draft endorsed components in both electronic and print-ready form to IBSA, including units of competency, assessment guidelines and alignment and packaging of qualifications, for inclusion as a sector of the Training Package
- Record on IBSA Feedback online register any issue that has been encountered in the delivery of the project.

STA Teleconference participation and minor adjustments for next endorsement activity occurred in the context of the Business Services Training Package review, supported by WPAA consultants providing specific advice on customer contact standards.

IBSA Online Feedback Register

Draft endorsed components from the project were loaded to the IBSA website as a requirement of IBSA's contract with the Commonwealth. WPAA working for IBSA on this project periodically loaded drafts of units, qualifications and guidance information (in an IBSA supplied template), as a means of facilitating public feedback and comment. Throughout the project comments were received from individuals and organisations

Consultations

The project managers developed 30 competency based job profiles using the Competency Navigator™ tool which was used as the basis for a Customer Contact skills benchmarking exercise facilitated in a workshop format and via one-on-one meetings. The consultants met with a wide range of people (approximately 70 in total) across Australia who were involved in or associated with call/contact centres to gain feedback on a discussion paper and set of consultation questions. Participants were also asked to bring copies of position descriptions for roles in their centres to help validate our competency based profiles and to identify any potential gaps.

The workshops provided invaluable advice and input into identifying the issues that call/contact centres were facing, revealing their training needs and validating the competency based job descriptions which were then used in the detailed review of the Customer Contact units of competency and qualifications. These national customer contact skills benchmarking workshops were held in Adelaide, Melbourne and Sydney. They were widely advertised so that participants could access the new and amended draft customer contact units that were developed through the project.

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At a critical stage in the process of consultations it was concluded from feedback across the sector that the customer contact units had a better fit within the Business Services Training Packages. Call/contact centres identified more closely with the Business Services competencies as many of the BSB units covered skills and knowledge required in contact centre roles particularly related to generic skills such as customer service, team work and technology as well as frontline management skills for team leader level and above. This was also reflected in the skills benchmarking exercise where competency based job descriptions (using existing ICT units of competency) were compared to industry job descriptions provided by workshop participants. The job profiling process identified that significantly more competency units from the Business Services package than the Telecommunications package were needed to meet the requirements of contact centre job roles. This finding was further supported by the understanding that the Contact Centre industry was now more about customer service and staff than it was about technology. Both of these factors lead to the recommendation that Customer Contact units of competency and qualifications should sit in the Business Services Training Package. The only concern expressed about sitting the Customer Contact units in the Business Services Training Package was that it could lose its identity in such a large package, but this was a minority view.

Relationship between ICT02 v2.0 and BSB07 v3.0

On reviewing the ICT02 v2.0 units of competency the project managers, national reference group and participants involved in the consultation process expressed the view that there was significant duplication amongst existing ICT02 units of competency and that many Customer Contact units had the same content and unit title as BSB units of competency. There was also a view that the current structure of the ICT02 qualifications with the same 'core' for Certificates II-IV was inappropriate, too low level and that the ICT core and elective units didn't reflect actual job roles at these AQF levels.

The mapping table reflects the integration of some units of competency with others particularly at Certificate II level for a more appropriate Certificate III level BSB unit; identifies relevant BSB units of competency (rather than a Customer Contact specific unit) for generic skills; and the BSB Customer Contact Operations units of competency now focus on call/contact centre specific skills.

The ICT02 v2.0 and the BSB07 v3.0 Customer Contact qualifications are not significantly different in terms of the content of skills, knowledge and abilities although unit codes have changed. Overall this review process eliminated duplication; streamlined and updated the units of competency and qualifications; and increased the flexibility to tailor the qualifications for specific call/contact centre job roles.