



NEW ZEALAND CERTIFICATE IN CONTACT CENTRES (LEVEL 4)

NZQF REF 2304 Version 1

DETAILED QUALIFICATION CONDITIONS Version 1

NEW ZEALAND CERTIFICATE IN CONTACT CENTRES (LEVEL 3) – QUALIFICATION REQUIREMENTS

This document provides detailed requirements for programmes of training leading to the award of the **New Zealand Certificate in Contact Centres (Level 4)**, and must be read in conjunction with the full qualification document registered on the New Zealand Qualifications Framework Taura Here Tohu Matauranga o Aotearoa available at www.nzqa.govt.nz. In order to promote consistency in outcomes, specific evidence requirements of assessment conducted towards the qualification are defined.

This document is subject to periodic review in order to maintain currency with industry best practice and changes to legislation and standards.

Any person or organisation may contribute to the review of this qualification by sending feedback to the qualification developer at reviewcomments@skills.co.nz

STRATEGIC PURPOSE STATEMENT

The purpose of this qualification is to provide the contact centre industry with individuals with specialised knowledge and skills to interact in contact centres.

Graduates of this qualification will benefit by holding a credential that will support advancing job prospects with specialised knowledge and skills applicable within contact centres.

Communities will benefit from having qualified people with specialised relevant contact centre skills that can process complex customer enquiries efficiently and effectively.

Organisations that contract contact centres will benefit from having contact centres with qualified people able to process complex customer enquiries efficiently and effectively.

Graduates will be capable of self-managing within organisational parameters under broad guidance.

OVERARCHING CONDITIONS FOR QUALIFICATION

Qualifications are to be met in accordance with organisational requirements.

DEFINITIONS FOR CONDITIONS

Organisational requirements – those policies, procedures, and/or guidelines of a real workplace, or in the case of assessment being undertaken in a simulated workplace environment they are those of a real workplace that reflect the policies and procedures of the workplace rather than those of the training provider

Customer – both internal and external customer and/or client and refers to the recipient or potential recipient of goods and/or services

Customer service – provision of service to or on behalf of a customer

Contact centre technology – includes hardware and software utilised in a contact centre. For example client/server architecture, email management, Telephony, call distribution and queuing, headset, computer, adapter leads, New Zealand Relay wrap-up codes/activity codes. *Business systems* – is a methodical procedure or process that assists in the effective running of a contact centre.

ASSESSOR CRITERIA

The applicant organisation must have policies and procedures to ensure that staff engaged in the delivery of training and assessment for the New Zealand Certificate in Contact Centres Levels 3 and 4:

- hold the relevant New Zealand qualification/current unit standards at, or preferably one level above, the level at which they are required to teach or possess current equivalent knowledge and skills to assess the achievement of the qualification outcomes
- are encouraged to attain an adult education qualification or demonstrate equivalent skills and knowledge
- hold unit standard 4098, *Use standards to assess candidate performance*, or demonstrate equivalent skills and knowledge
- demonstrate active professional development ensuring currency with legislative and technological requirements, latest developments and best industry practice of the sector.

The applicant organisation must have policies and procedures to ensure that staff engaged in their organisation's internal moderation of assessment for the New Zealand Certificate in Contact Centres Levels 3 and 4 hold unit standard 11551, *Moderate assessment*, or demonstrate equivalent skills and knowledge.

DETAILED CONDITIONS

Table 1 provides detailed conditions relating to specific graduate outcomes.

| QUALIFICATION OUTCOMES | MANDATORY CONDITIONS | RECOMMENDED UNIT STANDARDS |
|--|--|---|
| <p>Employ a range of specialised communication, analytical and technological skills to monitor and manage complex interactions in a contact centre</p> <p>Credit value: 36</p> | <p>Programme and assessment will include knowledge and skills required to:</p> <ul style="list-style-type: none"> ▪ Use analytical skills and interpret contact centre statistics to help identify solutions for business improvement ▪ Demonstrate knowledge of inter-relationships between business systems and contact centre technology and how they contribute to the effective running of a contact centre ▪ Operate a range of business systems to achieve required outcomes in a variety of familiar and non-familiar interactions. This may include the use of pivot tables, spread sheets, statistical analysis ▪ Demonstrate ownership of complex interactions. This may include resolution of escalated calls, maintaining clear communication skills, conducting additional research where required and maintaining customer contact throughout issue to resolution ▪ Demonstrate negotiation and conflict resolution skills ▪ Use a broad range of specialised non-verbal communication skills such as appropriate tone of email, tone of voice, inter-departmental contact, phone etiquette ▪ Apply active listening and questioning skills in complex interactions ▪ Demonstrate rapport building skills in complex interactions ▪ Define organisational objectives and how they relate to the contact centre ▪ Demonstrate an understanding of organisational culture, vision and values and how they link to the contact centre ▪ Work effectively through demonstrating skills such as effective time management, continuing self-improvement, relationship management, customer service, and delegation to meet organisational objectives ▪ Demonstrate an understanding of the relationship | <p>28272 (Level 4, 4 credits),</p> <p>28269 (Level 4, 5 credits)</p> <p>16612 (Level 4, 4 credits)</p> <p>16342 (Level 4, 4 credits)</p> <p>11101 (Level 4, 5 credits)</p> <p>16614 (Level 4, 3 credits)</p> <p>Additional credits to total 36. May include 11099 (Level 4, 4 credits), 27643 (Level 4, 6 credits) or other relevant unit standard(s)</p> |

| QUALIFICATION OUTCOMES | MANDATORY CONDITIONS | RECOMMENDED UNIT STANDARDS |
|--|---|--|
| | <p>between the organisational structure and achievement of the organisational goals</p> <ul style="list-style-type: none"> ▪ Collaborate within a team or group working towards the achievement of organisational objectives ▪ Apply writing style appropriate to the audience to achieve effective communication. Types of communication may include meeting minutes, requests for information, reports, customer communications ▪ Apply appropriate spelling, punctuation, grammar, syntax and text cohesion to achieve effective business writing. | |
| <p>Apply a health and safety plan and monitor health and safety in the workplace</p> <p>Credit value: 4</p> | <p>Programme and assessment will include knowledge and skills required to:</p> <ul style="list-style-type: none"> ▪ Apply a health and safety plan ▪ Demonstrate knowledge of a Return to Work plan ▪ Demonstrate knowledge of reporting hazards, near-misses, accidents and occurrences of serious harm. Consider timeframes, consequences of not reporting, reports and their functions ▪ Demonstrate an understanding of responsibilities to visitors/contractors ▪ Demonstrate knowledge of how to manage emergencies in line with business continuity procedures. | <p>15189 (Level 4, 4 credits)</p> |
| <p>Coach and mentor team members in effective work practices</p> <p>Credit value: 20</p> | <p>Programme and assessment will include knowledge and skills required to:</p> <ul style="list-style-type: none"> ▪ Demonstrate knowledge of planning and monitoring performance of others in the contact centre ▪ Plan, set and allocate work and evaluate individuals against objectives ▪ Coach and mentor team members to improve performance ▪ Coach and mentor team members to manage change and work effectively in a dynamic environment | <p>28271 (Level 4, 5 credits)</p> <p>25305 (Level 4, 3 credits) OR 25306 (Level 4, 4 credits)</p> <p>Additional credits to total 20. May include 1312 (Level 3, 3 credits), 9705 (Level 3 3 credits), 1987 (Level 5, 5 credits) 8495 (Level 4, 3 credits) or other relevant unit standard(s)</p> |
| <p>Apply specialised knowledge relevant to a product/ service/industry when responding to complex customer</p> | <p>Programme and assessment will include knowledge and skills required to:</p> <ul style="list-style-type: none"> ▪ Demonstrate specialised knowledge of product and/or service to resolve customer enquiry. Consider features, benefits, specifications, price, promotions, warranties, availability, purpose, | <p>28270 (Level 4, 5 credits)</p> <p>Additional 5 credits relevant to the role or industry</p> |

| QUALIFICATION OUTCOMES | MANDATORY CONDITIONS | RECOMMENDED UNIT STANDARDS |
|--------------------------------------|---|---------------------------------------|
| requirements Credit value: 10 | alternatives, how it works <ul style="list-style-type: none"> ▪ Apply specialised skills and product and/or service knowledge to complex customer interactions. Consider trouble-shooting, offer fit-for-purpose solutions, sales, advice, interpret customer accounts, anticipating future needs ▪ Collate customer feedback on product/service and distribute to appropriate channels. | |

ARRANGEMENTS FOR MANAGING CONSISTENCY

For full details of arrangements for managing consistency, contact The Skills Organisation consistency@skills.org.nz.