



NEW ZEALAND CERTIFICATE IN CONTACT CENTRES (LEVEL 3)

NZQF REF 2303 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 3)**, 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 knowledge and skills needed to interact in contact centres.

Graduates of this qualification will benefit from holding a credential that will improve job prospects and increase knowledge and skills applicable within contact centres.

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

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

Graduates will be capable of working within organisational parameters with limited supervision. ✓.

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

Customer service representative – Customer Service Representative

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.

OVERARCHING CONDITIONS FOR QUALIFICATION

Qualifications are to be met in accordance with organisational requirements.

Professional and organisational skills are to be demonstrated in the meeting the qualification outcomes. This includes skills such as multi-tasking, team work, working relationships, contributing to team function, interpersonal skills, time management, prioritisation, motivation and multi-cultural engagement.

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
Utilise business systems and contact centre technology to communicate in a contact centre Credit value: 27	Programme and assessment will include knowledge and skills required to: <ul style="list-style-type: none"> ▪ Demonstrate knowledge of and operate a range of basic contact centre business systems and contact centre technology to achieve required outcome. Hardware and software may include: <ul style="list-style-type: none"> – headset – adapter leads – login/logout – changing phone status – offline activities – wrap-up codes/activity codes – CRM (customer relationship management) system – Telephony – NZ Relay ▪ Demonstrate knowledge of contact centre terminology. Contact centre terminology may include: <ul style="list-style-type: none"> – Automatic Call Distributor (ACD) – After Call Work (ACW) – Caller Line Identification (CLI) – Computer Telephony Integration (CTI) – Contact Management System – Emergency Response Management System – Interactive Voice Response (IVR) – Natural Language Speech Recognition (NLSR) – Presence – Service Level – Voice over Internet Protocol ▪ Greet customer appropriately according to the 	16775 (Level 3, 5 credits) 24872 (Level 3, 3 credits) 28268 (Level 3, 8 credits) 16778 (Level 3, 4 credits) Additional 7 credits. May include: 1304 (Level 3, 2 credits), 9694 (Level 3, 5 credits), 1299 (Level 2, 4 credits), 9681 (Level 3, 3 credits), 12349 (Level 2, 3 credits), 9705 (Level 3, 3 credits), 11827 (Level 3, 2 credits) or other relevant unit standards

	<p>channel of communication</p> <ul style="list-style-type: none"> ▪ Identify and meet customer needs appropriately. This may be done through rapport building, questioning, active listening, interaction control, contact management ▪ Evaluate information, summarise effectively and respond with a well formulated articulate message using the appropriate communication channel. Action and close interaction appropriately ▪ Demonstrate knowledge of and utilise problem solving techniques to manage customer interactions ▪ Communicate with challenging customers by identifying the problem, and seeking a resolution appropriate to the situation ▪ Demonstrate knowledge of when, how and to whom an escalation of an interaction is required. This will include appropriately introducing the customer and their issue, debriefing, and if necessary providing the customer with a time frame for response ▪ Communicate with diverse customers effectively (culture, gender, language, disability, needs) ▪ Demonstrate basic business writing skills (may include use of template). Consideration to be given to audience and purpose of communication, and correct spelling, punctuation, grammar, syntax and text cohesion must be applied ▪ Demonstrate the ability to give and receive constructive feedback ▪ Demonstrate knowledge of own performance indicators and how these impact the organisation on the whole (e.g. KPIs, position description, company values). 	
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<p>Utilise databases and record information to meet contact centre objectives</p> <p>Credit value: 15</p>	<p>Programme and assessment will include (regardless of channel of communication) knowledge and skills required to:</p> <ul style="list-style-type: none"> ▪ Apply security processes to verify customer identity ▪ Access the relevant correct information to meet customer needs ▪ Organise information such as terms and conditions, addresses, email folders and other frequently used information to ensure currency, effective access, and use ▪ Demonstrate the ability to analyse, interpret, and summarise relevant information ▪ Accurately record relevant information into the appropriate databases. Use of multiple databases may be required ▪ Ensure sufficient information is recorded in a manner that is readily retrievable and able to be understood by a third party. 	<p>16777 (Level 3, 3 credits)</p> <p>18756 (Level 3, 4 credits) OR 103 (Level 2, 3 credits)</p> <p>125 (Level 3, 5 credits)</p> <p>Additional 2-3 credits relevant to the graduate outcome</p>
<p>Follow appropriate work practices to ensure safety within the contact centre environment</p> <p>Credit value: 6</p>	<p>Programme and assessment will include knowledge and skills required to:</p> <ul style="list-style-type: none"> ▪ Identify health and safety hazards ▪ Operate in line with occupational health and safety guidelines ▪ Recognise and demonstrate knowledge of ways of dealing with stress in self and others. When dealing with stress in self consider taking responsibility, recognising triggers, knowing available options, basic reduction techniques. Dealing with stress in others may include recognising, acknowledging, knowing available options for example Employee Assistance Programme ▪ Know responsibilities of key personnel such as CSR, team leader, manager, fire warden, health and safety representative and senior management in an incident/accident/emergency ▪ Demonstrate knowledge of emergency procedures, Hazard Register, incident and accident reporting. 	<p>16774 (Level 2, 6 credits)</p>

<p>Apply knowledge relevant to a product/service/industry</p> <p>Credit value: 17</p>	<p>Programme and assessment will include knowledge and skills required to:</p> <ul style="list-style-type: none"> ▪ Demonstrate up to date knowledge of product and/or service to resolve customer enquiry. Consider features, benefits, specifications, price, promotions, warranties, availability, purpose, alternatives, how it works ▪ Apply relevant skills and product and/or service knowledge to customer interaction. Consider trouble-shooting, offer fit-for-purpose solutions, sales, advice, interpret customer accounts, anticipating future needs, specific customer service techniques ▪ Demonstrate up to date knowledge of legislation and its application. Legislation is to include the Employment Relations Act 2000, Health and Safety in Employment Act 1992, Human Rights Act 1993, Privacy Act 1993, Telecommunications Acts 2001 and any additional legislation applicable to own contact centre ▪ Describe possible business and personal implications or consequences of not complying with legislation in own contact centre. 	<p>11818 (Level 3, 2 credits)</p> <p>26848 (Level 3, 3 credits)</p> <p>Additional 12 credits relevant to the role or industry</p>
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ARRANGEMENTS FOR MANAGING CONSISTENCY

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