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| **CC-GPO1** | **Navigate systems to support end-to-end journey of contact centre customer interactions** |

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| **Kaupae |** Level | 3 |
| **Whiwhinga |** Credit | 10 |
| **Whāinga |** Purpose | This skill standard is for people who want to learn how to apply custom solutions to customers. It is for contact centre agents, representatives, or individuals in training towards these roles. It can be used in the New Zealand Certificate in Contact Centre (Level 3)  |

**Hua o te ako me Paearu aromatawai |** Learning outcomes and assessment criteria

| **Hua o te ako |** Learning outcomes  | **Paearu aromatawai |** Assessment criteria |
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| 1. Engage with different contact centre systems and organisational functions that support customer interactions
 | 1. Identify and use contact centre systems to support end-to-end journey of customer interactions
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| 1. Identify organisational functions to support end-to-end journey of customer interactions
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| 1. Establish and maintain effective working relationships with organisational functions to support customer interactions
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| 1. Apply knowledge of quality framework processes in a contact centre
 | 1. Describe call quality framework process and its role in end-to-end journey of a customer interactions
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| 1. Deliver positive customer interactions to the expected standard of call quality outcomes
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**Pārongo aromatawai me te taumata paearu |** Assessment information and grade criteria

*Assessment specifications:*

Assessment should only occur after a period of practical experience – cycle of practice, reflection, and feedback to determine understanding of theoretical concepts.

Assessment against this skill standard must be based on evidence from a real or simulated workplace situation, provided the simulation reflects industry requirements and requires performance that replicates a real working environment. Workplace environments should consider hybrid role and remote-workplace environments.

All activities and evidence presented in this skill standard must be in accordance with contact centre policies and procedures.

Evidence of two different customer interactions is required. Interactions may be face to face, on the telephone, digital/online, or a combination.

Establishing and maintaining effective working relationships should include communication skills: honesty, friendliness, co-operation, reliability, punctuality, team player, supportive.

Evidence of two skills is required.

***Ngā momo whiwhinga |*** *Grades available*

Achieved

**Ihirangi waitohu |** Indicative content

The learning outcomes of this skill standard are established within the kaupapa of seeking clarification and learning - actively receiving and responding to instruction.

The principles of kaitiakitanga, manaakitanga, whanaungatanga and kotahitanga are under the rangatiratanga of mana whenua and must underpin all learning in this skill standard. Refer to Skill standard design principles in the Guidelines for approval and listing of skill standards Interim draft on NZQA:

* Rangatiratanga: Empowerment – Leadership of self and others
* Manaakitanga: Collaboration – Support and service to others
* Whanaungatanga: Belonging – Relationships are valued
* Kaitiakitanga: Stewardship – Care and responsibility for all learning
* Pūkengatanga: Skills – Skills, knowledge, and abilities
* Te reo Māori and reo tangata: Expression – Diversity in language and culture within learning is valued.

Different types of systems that could be used may include but is not limited to:

* ACD (Automatic call distributor – phone system)
* CRM (Customer Relationship Management)
* SRM (Sales Relationship Management)
* HSE Platform (Health and Safety)
* knowledge database platforms for example FAQs
* online chat features
* automated portals within a contact centre
* email
* Microsoft 365 applications
* Sharepoint and cloud features
* reporting platforms
* internal and external directories.

End-to-end journey of customer interaction generally includes – greeting of customer, opening question, following any security or privacy protocol, accessing different systems and platforms, providing different solutions, follow up subsequent actions, close customer interaction.

Customer interactions include:

* Complex customer enquiries – are enquiries relating to products and/or services that cannot be resolved at first point of contact, usually requiring more than one step or another team member to resolve. Could also have multiple elements to the enquiry.
* Business as usual enquiries – are general enquiries relating to products and/or services that can be resolved at first point of contact.
* Customer complaints – are expressions of dissatisfaction or frustration from customers about a product or service. Can include de-escalation of customer enquiry.

Customer interactions refer to communicating with contact centre stakeholders across all current and different types of media. Examples may include but are not limited to: phone calls, letters, emails, webchat, video calling, blogs, and other social media.

Diversity in customers – examples of diverse customers may include but are not limited to customers who are angry, sad, confused, stressed, bi-lingual or multi-lingual speakers, or neurodiverse

Organisational functions refer to teams and departments within an organisational structure such as operations, marketing, information technology, finance.

Quality framework: may also be referred to as contact quality framework or quality assurance framework within different contact centres. This framework is a tool that identifies the various quality measures for those working within contact centres. The framework may include but is not limited to interaction templates, interaction close and opening, interaction quality communication.

Contact centre policies and procedures – refer to those policies, procedures, and/or guidelines of a real workplace, or in the case of assessment being undertaken in a simulated workplace environment replicates a real workplace rather than those of the training provider.

**Rauemi |** Resources

Relevant resources may include but is not limited to:

* Anti-Money Laundering and Countering Financing of Terrorism Amendment Act 2017
* Companies Act 1993;
* Consumer Guarantees Act 1993;
* Credit Contracts and Consumer Finance Act 2003;
* Fair Trading Act 1986;
* Health and Safety at Work Act 2015;
* Human Rights Act 1993;
* Privacy Act 2020;
* Public Records Act 2005;
* Securities Regulations 2009

Where applicable, any workplace policies and procedures may apply. Examples may include but are not limited to – standard operating procedures, safety procedures, equipment operating procedures, codes of practice, quality management practices and standards, procedures to comply with legislative and local body requirements.

**Pārongo Whakaū Kounga |** Quality assurance information

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| **Ngā rōpū whakatau-paerewa |** Standard Setting Body | Ringa Hora Services Workforce Development Council |
| **Whakaritenga Rārangi Paetae Aromatawai |** DASS classification | Service Sector> Contact Centres > Contact Centre Operations |
| **Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga |** CMR | 0003 |

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| **Hātepe |** Process | **Putanga |** Version | **Rā whakaputa |** ReviewDate | **Rā whakamutunga mō te aromatawai |** Last date for assessment |
| **Rēhitatanga |** Registration  | 1 | [dd mm yyyy] | [dd mm yyyy] |
| **Arotakenga |** Review | <type here> | [dd mm yyyy] | [dd mm yyyy] |
| **Kōrero whakakapinga |** Replacement information | This skill standard will replace unit standards 16777 and 28268 |
| **Rā arotake |** Planned review date | 31 December 2029 |

Please contact Ringa Hora Services Workforce Development Council at qualifications@ringahora.nz if you wish to suggest changes to the content of this skill standard.