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| **CC-GPO2** | **Utilise business systems and contact centre technology to meet objectives** |

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| **Kaupae |** Level | 3 |
| **Whiwhinga |** Credit | 15 |
| **Whāinga |** Purpose | This skill standard is for people who want to learn how to utilise business systems and contact centre technology. It is for contact centre agents, representatives, or individuals in training toward 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. Explain how a contact centre aligns with an organisation’s objectives.
 | 1. Explain purpose of an organisation
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| 1. Explain how technology and business systems support an organisation’s objectives
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| 1. Explain how you could support the organisation’s objectives
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| 1. Utilise current contact centre technology and systems to assist customer interactions
 | 1. Explain how current contact centre technology and systems are used
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| 1. Identify and describe how to manage technology problems to minimise effect(s) on service levels
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| 1. Use technology and systems consistent with contact centre process to locate, organise, and use information to support customer interactions
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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 three different technology and systems is required. Current contact centre technology and systems may include but is not limited to CRM, IVR, workflow, communication systems, call forecasting and scheduling system, Presence technology, chat bots.

***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.

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

Objectives could include:

* Organisational objectives could refer to short-term and medium-term aims that accomplish long-term goals. Goals could refer to revenue, sales, productivity.
* Contact centre objectives could refer to Key Performance Indicators, vision, service levels, statistics. Statistics may include but is not limited to – GOS/SL, contact centre interaction volume, abandonment rate, variance of interactions answered to interactions logged and/or received, average speed of answer, customer wait time, first interaction resolution.

Contact centre reports may include but are not limited to conversion rate of queue interactions, sales statistics, number of complaints, quality reports, customer satisfaction results.

Minimising effect(s) on service levels may include but is not limited to technology problems like pre-emptying failure, telephone or power outages, equipment failure.

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

Legislation and/or standards relevant to this skill standard may include but is not limited to:

* Anti-Money Laundering and Countering Financing of Terrorism Amendment Act 2017Companies 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;
* New Zealand Bill of Rights Act 1990;
* Privacy Act 2020

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 16775 and 16778 |
| **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.