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| **CC-GPO5** | **Provide customised solutions to contact centre customers** |

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| **Kaupae |** Level | 3 |
| **Whiwhinga |** Credit | 15 |
| **Whāinga |** Purpose | This skill standard is for people who want to learn how to provide custom solutions to customers. 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. Apply customised product, service, or industry knowledge during customer interactions | 1. Identify and use product, service, or industry information relevant to customer interactions |
| 1. Utilise problem solving skills and techniques to assist communicating customised solutions for customer interactions |
| 1. Utilise conflict resolution techniques to assist communicating customised solutions to customer interactions |
| 1. Communicate product, service or industry information relevant to customer interactions |
| 1. Explain how to maintain knowledge on current products, services, and/or industry information | 1. Explain what processes or resources that can assist in keeping own knowledge up-to-date to support customer interactions |
| 1. Recognise and communicate relevant legislation that assist customer interactions | 1. Identify relevant legislation to assist response to customer interactions |
| 1. Communicate any implications and/or possible consequences of non-compliance with relevant legislation |

**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.

Customer interactions include complex customer enquiries, business as usual enquiries, and customer complaints.

* 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.

Legislation that must be assessed is Employment Relations Act 2000, Human Rights Act 1993, Privacy Act 2020, Harmful Digital Communications Act 2015. Additional legislation that may be assessed may include but is not limited to Consumer Guarantees Act 1993, Fair Trading Act 1986.

***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 can also include de-escalation 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 neurodiverseProduct and/or service specifications may include but is not limited to product use, after-sales service, price, legal requirements, frequency of service.

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.

Processes or resources to support maintaining up-to-date may include but is not limited to database systems, seminars, induction programs, training programs.

Support and non-facing roles within contact centre – support roles that don’t necessarily engage with customers.

Soft skills training

**Rauemi |** Resources

* 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;
* Contract and Commercial Law Act 2017
* Employment Relations Act 2000;
* Fair Trading Act 1986;
* Fair Trading Amendment Act 2013 (2013 No 143);
* Financial Services Amendment Act 2019 (2019 No 8);
* Fire and Emergency New Zealand Act 2017 (2017 No 17);
* Harmful Digital Communications Act 2015;
* Health and Safety at Work Act 2015;
* Human Rights Act 1993;
* Local Government Official Information and Meetings Act 1987;
* Official Information Act 1982;
* Privacy Act 2020;
* Private Security Personnel and Private Investigators Act 2010;
* Public Records Act 2005;
* Residential Tenancies Act 1986;
* Resource Management Act 1991;
* Public Service Act 2020 (2020 No 40);
* Telecommunications Act 2001;
* Treaty of Waitangi Act 1975;
* Unsolicited Electronic Messages Act 2007.

**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 31377 and 31378 | | |
| **Rā arotake |** Planned review date | 31 December 2029 | | |

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