



RINGA HORA
Services

Workforce Development Council

Contact Centre – Standards Review

A brief overview



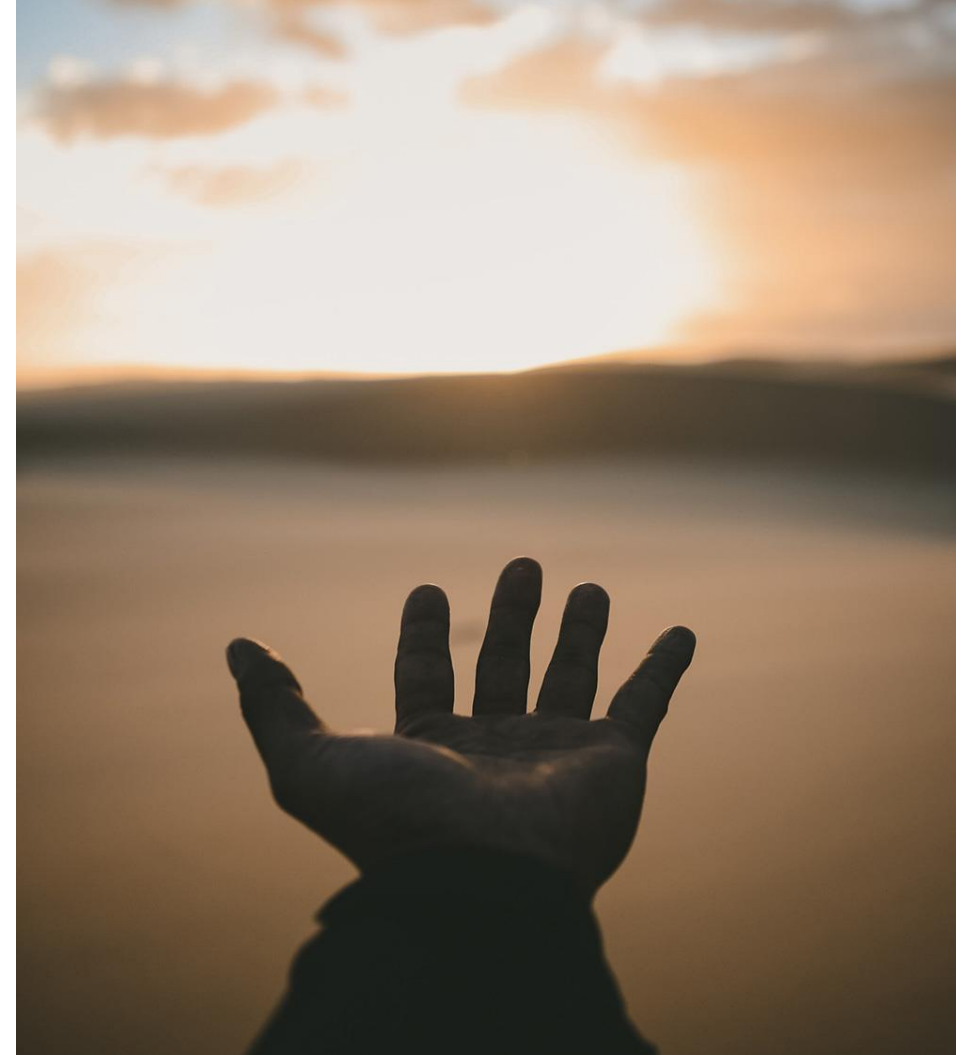
Overview

- This informational PowerPoint is to help understand the mahi (work) we are currently doing.
- It covers:
 - Who we are and a little about what the qualifications team at Ringa Hora does.
 - The Contact Centre Skill Standards mahi and a summary of the standards we are currently working on.
 - How you can help with this mahi.



Who we are and what we do

- Ringa Hora is the Services Workforce Development Council.
- Our name represents hands (**Ringa**) spread out (**Hora**) facing upwards symbolising manaakitanga (hospitality, service).
- Our role is to channel and amplify the voice of the services sector into the vocational education system.



Where the qualifications team fits



We lead the development, review and maintenance of credentials - credentials being qualifications, standards, and micro-credentials.



We work alongside the Quality Assurance Team, endorse provider programmes relevant for the changing needs of our sectors and learners.

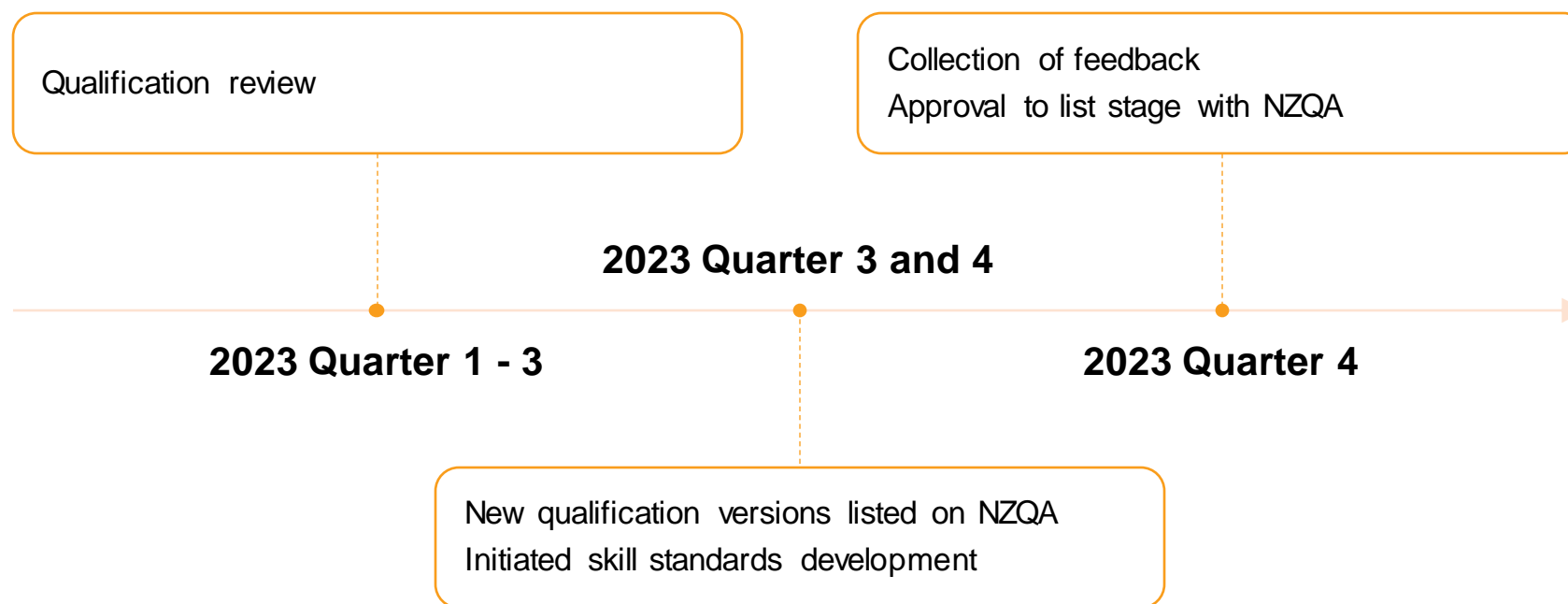


We work with industry and our partnership and engagement team to gather insights to inform workforce transformation and clarify training needs.

Contact Centre Review

Earlier this year the current New Zealand Certificates in Contact Centres qualifications entered their mandatory review. This happens to ensure qualifications are kept up to date and aligned to industry needs and the needs of Aotearoa, New Zealand.

Part of this process is developing standards that enable Providers to deliver programmes that will award the qualifications



Snapshot: Components of the Approved Level 3 Contact Centre Qualification

New Zealand Certificate in Contact Centres (Level 3, 65 credits)

Customer Service | Tailored Solutions

- Deliver positive customer interactions through the use of effective communication skills and system navigation for the benefit of the customer and organisation.
- Provide tailored customer solutions by applying knowledge relevant to a product/service/industry

Technology

Utilise business systems and contact centre technology effectively to meet organisational, contact centre and individual's objectives.

Healthy and safe workplace

Self-manage emotional and mental well-being, positive attitude and behaviour, to work effectively within a workplace environment.

Adhere to workplace health and safety, organisational policies and relevant legislation within a contact centre environment.

Snapshot: Skill standards phase

New Zealand Certificate in Contact Centres

(Level 3, 65 credits)

Customer Service |
Tailored Solutions

Technology

Healthy and safe
workplace

Customer
Service

Tailored
Solutions

System
navigation
& quality

Standards

Technology
and business
systems

safe,
sustainable,
and productive
workplace

Health &
Safety

Current phase: Contact Centre Skill Standards

As part of this review, we are working towards creating Contact Centre specific – or technical - skill standards which will intentionally meet the New Zealand Certificate Contact Centres Level 3 qualification.

In the previous slide:

- Yellow coloured blocks – these are non-Contact centre standards. Future of Service Standards (FoSS) which cover skill sets that can be transported into other industries and other credentials.**
- Light orange blocks – these are contact centre technical standards.**

The next slides summarises what these standards are trying to achieve.

After reviewing the next slides, we would like to receive feedback from the Contact centre industry, Providers currently delivering and will deliver programmes leading to this qualification on.

Customer Service

FoSS Skill Standard - Provide customer service experiences in a service sector role, Level 3, Credits 10

Purpose:

This skill standard is designed for individuals seeking excellence in customer service roles. It focuses on demonstrating competence in delivering high-quality customer service, problem-solving, teamwork, effective communication, adaptability, professionalism, ethical behaviour, knowledge of best customer service practices, and the use of technology.

Outcome:

- Apply a variety of techniques and solutions to provide customer service experiences to individuals or groups of individuals in a service sector environment

System navigation:

**Navigate systems to support end-to-end journey of contact centre customer interactions, Level 3,
Credits 10**

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 in training. It can be used in the New Zealand Certificate in Contact Centre (Level 3)

Outcomes

- Engage with different contact centre systems and organisational functions that support customer interactions
- Apply knowledge of quality framework processes in a contact centre

Technology

Utilise business systems and contact centre technology to meet objectives, Level 3, Credits 15

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 in training. It can be used in the New Zealand Certificate in Contact Centre (Level 3)

Outcomes

- Explain how a contact centre aligns with an organisation's objectives.
- Utilise current contact centre technology and systems to assist customer interactions

Safe, sustainable, and productive workplace
FOSS Skills Standard - Work as part of an effective team to foster a safe, sustainable, and productive workplace, Level 3, Credits 10

Purpose:

This skill standard is designed for individuals seeking to work as part of an effective team to foster a safe, sustainable, and productive workplace, whilst ensuring adherence to appropriate legislation, regulations, and procedures. It can be used in a range of qualifications where there is a requirement for effective teamwork.

Outcomes:

- Work effectively in a team within an organisation.
 - Apply industry regulations and standards, and business and environmental procedures in a service-oriented environment.
 - Utilise self-management, wellbeing, and resilience strategies to effectively adapt and display the required behaviours and norms of a service-focused role.
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Health & Safety

Adhere to contact centre health and safety, organisational policies and relevant legislation, Level 3, Credits 5

Purpose:

This skill standard is for people who want to be a contact centre customer service agent and adheres to the application of contact centre health and safety, organisational policies and relevant legislation. It can be used in the New Zealand Certificate in Contact Centre (Level 3)

Outcomes:

- Explain the purpose of the organisational Health and Safety policy and personal responsibilities to adhere to the policy
- Maintain workstations in a contact centre in accordance with health and safety policies
- Explain the emergency procedures in a contact centre workplace

Tailored solutions

Provide customised solutions to contact centre customers, Level 3, Credits 15

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 in training. It can be used in the New Zealand Certificate in Contact Centre (Level 3)

Outcomes:

- Apply customised product, service, or industry knowledge during customer interactions
- Explain how to maintain knowledge on current products, services, and/or industry information
- Recognise and communicate relevant legislation that assist customer interactions

So, what would we like to know from you?

- For full reference in what the standards cover please refer to the actual Skill Standards. In the meantime:
 - Are we covering the skills needed for the Contact Centre Industry?
 - What do you expect to be included in the learning, training, and assessment based on the outcomes of each skill standard?
 - Are we on the right track?

Please email your feedback to
qualifications@ringahora.nz by 6 December 2023

