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

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. This skill standard has been developed primarily for assessment within programmes leading to the New Zealand Certificate in Contact Centre (Level 3) [2303].

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

Hua o te ako | Learning outcomes	Paearu aromatawai | Assessment criteria
1. Explain how a contact centre role contributes to the objectives of the contact centre and the organisation.	a. Explain how technology and business systems support an organisation's objectives
	b. Explain how a contact centre representative could support the organisation's objectives
2. Utilise current contact centre technology and systems to assist customer interactions.	a. Explain how current contact centre technology and systems are used
	b. Identify and describe how to manage technology problems to minimise effect(s) on service levels
	c. Use technology and systems consistent with contact centre process to locate, organise, and use information to support customer interactions

Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria

Assessment specifications:

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.

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.

Current contact centre technology and systems refer to Customer Relationships Management (CRM), Interactive Voice Response (IVR), workflow, communication systems, call forecasting and scheduling system, Presence technology, chat bots.

Evidence of five different technology and systems is required.

Ngā momo whiwhinga | *Grades available*

Achieved

Ihirangi waitohu | Indicative content

The principles of kaitiakitanga, manaakitanga, whanaungatanga and kotahitanga are under the rangatiratanga of mana whenua and must underpin all learning in this skill standard:

- 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.

Objectives:

- Organisational objectives such as short-term and medium-term aims that accomplish long-term goals. Goals could refer to revenue, sales, productivity.
- Contact centre objectives such as Key Performance Indicators (KPI's), vision, service levels, statistics. Statistics such as 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:

- conversion rate of queue interactions
- sales statistics
- number of complaints
- quality reports
- customer satisfaction results.

Technology problems:

- pre-emptying failure
- telephone or power outages
- equipment failure.

Rauemi | Resources

Relevant resources may include but are not limited to:

- Anti-Money Laundering and Countering Financing of Terrorism (Exemptions) Amendment Regulations 2023;
- 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;
- New Zealand Bill of Rights Act 1990;
- Privacy Act 2020.

and all subsequent amendments and replacements.

Contact centre policies and procedures.

Pārongo Whakaū Kounga | Quality assurance information

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

Hātepe | Process	Putanga | Version	Rā whakaputa | Review Date	Rā whakamutunga mō te aromatawai | Last date for assessment
Rēhitatanga | Registration	1	[dd mm yyyy]	N/A
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.