

ACTION

Putting this into action for the Contact Centre services

Transformational change in the Service sector workforce will take time, but to achieve this change we need to start taking action now. The following plan includes the key areas of focus, medium-term actions and short-term initiatives. These initiatives and actions can be thought of as individual threads that weave together to achieve workforce transformation.

| | Māori succeeding as Māori | Attracting and retaining the future workforce |
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| Actions Where we would like to be | <ul style="list-style-type: none"> ▲ Māori business and workforces have opportunities to connect. ▲ The Service sector and vocational education system understands and acts on Māori views of success. ▲ The vocational education system is shaped by a Mātauranga Māori lens. | <ul style="list-style-type: none"> ▲ Improve the availability and use of high-quality information about the Service sector ▲ Increase participation of Māori, Pacific People, Tāngata Whaikaha, and other groups. ▲ Ensure the industry is visible and promoted to a wide range of potential ākongā and kaimahi. Organisations with a role in workforce development work collaboratively and have well understood roles. |
| Initiatives What we can do to get there Service sector initiatives | <ul style="list-style-type: none"> ▲ Establish and grow the Māori Service Sector Forum. (Joint Ringa Hora and industry) ▲ Ohu Ahumahi collaboration (Rōpū Kaitakawaenga) to build relationships with iwi and hapū to better understand Māori aspirations. (Ringa Hora) ▲ Utilise Te Kāhui Mātauranga Māori to a Mātauranga Māori lens to Ringa Hora product design and quality assurance approaches. (Joint Ringa Hora and industry) | <ul style="list-style-type: none"> ▲ Undertake the Future Workforce project that aims to understand work, skills and training in New Zealand in 2040. (Ringa Hora) ▲ Amplify work that aims to grow participation of particular groups such as Pasifika Navigators of Tomorrow or Jobs for Mums. (Industry) ▲ Promote the use of Te Mata Raraunga, a collection of vocational education and workforce data. (Ringa Hora) |
| Contact Centre Specific initiatives | <ol style="list-style-type: none"> Industry and WDC's to showcase successful Māori businesses and role models in the industry to further attract Māori to the industry. (Joint Ringa Hora and Industry) Businesses to improve access to Te Ao Māori training (Industry) | <ol style="list-style-type: none"> Create targeted events, information, and services to increase exposure for different people and places, such as careers expo's and events (Industry) Develop content about a range of jobs for the TEC Careers Services to use in its products such as the current careers.govt.nz website and the planned successor, Tahatū (Industry) Encourage employers in the Inspiring the Futures programme with local schools (Industry) Promote Contact Centre awards as an opportunity to recognise innovative work being done in the sector. (Industry) |

| Developing broad skills for the future | Creating mana-uplifting jobs and opportunities |
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| <ul style="list-style-type: none"> ▲ Vocational education and training is flexible and adaptable to industry needs. ▲ Workforces and businesses are well prepared to adapt and innovate. ▲ Investment decisions are transparent and based on high quality advice. | <ul style="list-style-type: none"> ▲ Workplaces are accessible and attractive to the current and future workforce. ▲ The workforce is recognised, valued, and safe. ▲ The range of roles is articulated and available. ▲ Learning and skills development supports upwards and lateral progression. |
| <ul style="list-style-type: none"> ▲ Create a package of short, sharp, stackable credentials through Waihangatia te Āmua Ao Shaping the Future of Service Skills project. (Ringa Hora) ▲ Amplify work that supports people to learn about broad skills for the Service sector, such as MBIE's Digital Boost initiative. (Joint Ringa Hora and industry) | <ul style="list-style-type: none"> ▲ Develop an 'employer hub' that shares resources, information, and case studies of Service sector excellence – Targeted at SMEs. (Ringa Hora) ▲ Amplify approaches that improve diversity, equity and inclusion, such as Diversity Works, Living Wage, and Rainbow Tick. (Industry) |
| <ol style="list-style-type: none"> Collaborative work between industry, government agencies, and Ringa Hora to <ol style="list-style-type: none"> improve the transparency about vocational education and training funding ensure high quality information is available to inform Government policy and investment decisions. (Joint Ringa Hora and Industry) Increase provision of digital literacy training for workforce (Joint Ringa Hora and industry) Businesses work to gain recognition of quality in-house training specific to the needs of the business. (Industry). | <ol style="list-style-type: none"> Businesses work to ensure they employ good leaders in the sector, encourage professional development and career progression, and provide pastoral care. (Industry). Improve transparency of pathways by mapping job roles to education and other relevant requirements (Joint Ringa Hora and Industry). |

PROGRESS

To support progress with these actions, we have monitored what has been achieved in the last 12 months and what more will be delivered in the future.

| Contact Centres Workforce Action Plan | What has been delivered in the last 12 months |
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| Industry and WDC's to showcase successful Māori businesses and role models in the industry to further attract Māori to the sector | In February 2023, Ringa Hora worked with industry to re-launch a marketing project called Service100 to (a) Highlight industry future through storytelling (b) Grow brand awareness to highlight what Ringa Hora can offer to industry (c) increase engagement to channel voices |
| Businesses to improve access to Te Ao Māori training | Businesses are continuing or are starting their Te Reo Māori journey. Some organisations have incorporated Te Reo in their documentation, social media and incorporating Māori practices such as Karakia. |
| Create targeted events, information, and services to increase exposure for different people and places, such as careers expo's/ events | Since 2020, Learning Planet has provided the Ministry of Social Development programmes with its partners to help bring people into employment in the contact centre industry. |
| Develop content about a range of jobs for the TEC Careers Services to use in its products such as the current careers.govt.nz website and the planned successor, Tahatū | TEC has updated the Tahatū interactive careers website to provide a personalised experience that help people figure out what kind of work they might like to do, and how they can get there. Tahatū was released as a pilot to a small number of secondary schools on 2 April 2024. You can read more about the plans for this at Tahatū pilot. |
| Employers participate in the Inspiring the Futures programme with local schools | The Inspiring the Future programme is one of TEC's priority workstreams connecting role models with primary and intermediate school students. Role models talk about their jobs, career pathways, any challenges and the skills they have developed. This initiative is open to Contact Centre kaimahi to sign up as role models. |
| Promote Contact Centre awards as an opportunity to recognise innovative work being done in the sector. | CCNNZ host the Contact Centre awards annually. You can find out more about this here. This event recognises and celebrates excellence and promotes thought-leadership, professional networking and shared learning. In addition, CRM Consulting host the CRM Contact Centre Awards which was started up in 1997 to recognise the importance of providing their customers with superior customer service. You can find out more about this event here . LearningPlanet is a partner sponsor with CCNNZ and the CRM Awards |

| What will be delivered in the next 18 months | Who is responsible? |
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| Ringa Hora has published successful stories and good practices in social media and will continue to highlight pathways into the industry and for existing kaimahi to grow within the industry. | Joint Ringa Hora and Industry |
| Businesses will continue to or are starting their Te Reo Māori journey. Ringa Hora is working with organisations to capture these insights and look to include them in the Service100 marketing project. | Industry |
| Industry, Providers and Ringa Hora will continue to promote different channels to support new entrants into the Contact Centre workforce. | Industry |
| The Tahatū pilot has begun with 10 schools, with numbers gradually increasing over the following months. Tahatū will help all New Zealanders make decisions about what kind of work they would like to do. It is designed to assist those who already know what career they want and to offer tools for people who aren't quite sure and need a bit of inspiration. Tahatū connects NCEA school subjects, qualifications and careers. It will show the most common pathways others have taken to get to that career or job. Tahatū brings this information together for the first time in one place. | Industry |
| Ringa Hora will continue to promote the Inspiring the Future programme for Contact Centre kaimahi to participate in. | Industry |
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| <p>Collaborative work between industry, providers, government agencies, and Ringa Hora to</p> <ul style="list-style-type: none"> a. improve the transparency about vocational education and training funding b. ensure high quality information is available to inform Government policy and investment decisions. c. Increase provision of digital literacy training for workforce <p>Increase provision of digital literacy training for workforce</p> | <p>Ringa Hora continue to provide advice to TEC to increase funding for qualifications that support digital literacy for Contact Centre kaimahi.</p> <p>Funding opportunities for digital literacy programmes are holding the industry back from upskilling staff in this area. Ringa Hora has provided advice to TEC to increase funding for qualifications that support digital literacy opportunities and training for Contact Centre kaimahi.</p> |
| <p>Businesses work to gain recognition of quality in-house training specific to the needs of the business.</p> | <p>Learning Planet is a provider that has been working with CCNNZ, MSD and NZQA to offer two certificate courses that will help to improve the skillset of the candidate taking the course and help CCNNZ to provide education of the contact centre workforce. They are working with an NZQA assessor team to mark the workbooks and give feedback to keep an independent 3rd party verification of the certification process. In addition, Learning Planet are working with CCNNZ to recognise this course as an industry association to further acknowledge learners who complete the course. Therefore, this course could serve as a stepping stone between the contact centre level 3 and 4 and would provide the workforce with recognised in-house training.</p> |
| <p>Businesses work to ensure they employ good leaders in the sector, encourage professional development and career progression, and provide pastoral care.</p> | <p>Ringa Hora is currently doing a review of all business capability qualifications and engaging on a possible leadership qualification/solution which would support business management and leadership skills of Māori business owners.</p> <p>Te Manu Arataki Leadership Project, led by Ringa Hora, is another example of how Ringa Hora and industry are promoting broad skills for the Service Sector. Early feedback from industry groups and iwi showed there is a desire for more leadership training and qualifications, something this project can play a significant part in delivering. The first three stages of four have been completed:</p> <p>Stage 1 – Environmental scan (November 2023 – February 2024)</p> <p>Stage 2 – Review scan outcomes & public consultation (March - April 2024)</p> <p>Stage 3 – Qualification review and development of new products if appropriate (April - June 2024)</p> <p>Stage 4 – Final consultation and change implementation June 2024 onwards</p> |
| <p>Improve transparency of pathways by mapping job roles to education and other relevant requirements</p> | <p>The Tertiary Education Commission (TEC) has updated the Tahatū interactive careers website including security occupations, to provide a personalised experience to help people figure out what kind of work they might like to do, and how they can get there. Tahatū was released as a pilot to a small number of secondary schools on 2 April 2024. You can read more about our plans for this at Tahatū pilot.</p> |

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| <p>Ringa Hora will continue to provide advice to TEC to increase funding for qualifications that support digital literacy for Contact Centre kaimahi.</p> | <p>Joint Ringa Hora, Industry and Providers</p> |
| <p>The Ministry of Social Development and CCNNZ have partnered with two contact centre industry providers to offer a special certified online course that will help you become employment ready in the contact centre and similar industries. You can find more information about this here.</p> | <p>Industry and Providers</p> |
| <p>The Te Manu Arataki Leadership Project is currently in Stage 4 – Final consultation and change implementation June 2024 onwards.</p> <p>In the next 12-18 months Ringa Hora will implement and promote the outputs from this work.</p> | <p>Joint Ringa Hora and Industry</p> |
| <p>The Tahatū pilot has begun with 10 schools, with numbers gradually increasing over the following months. Tahatū will help all New Zealanders make decisions about what kind of work they would like to do. We have designed it to help those who do know what career they want and to offer tools for people who aren't quite sure and need a bit of inspiration.</p> <p>Tahatū connects NCEA school subjects, qualifications and careers. It will show the most common ways others have taken to get to that career or job. Tahatū brings this information together for the first time in one place.</p> | <p>Industry</p> |

