

Qualification Title: New Zealand Certificate in Retail (Customer Service and Sales Support) Level 2

Qualification number: 2234

Date of review: 19 November 2015

Final decision on consistency of the qualification: Consistency: Confirmed

Threshold:

The threshold to determine sufficiency with the graduate profile was determined as evidence of:

- Being able to work and apply a range of standard retail processes under general supervision, in an entry level role across different retail career pathways,
- Able to follow health and safety rules to ensure their own and others safety and be able to take instruction.
- Have standards of professional practice for customer service and sales support that provides customers, both internal and external, with confidence in the service they receive. Standards include; communication, teamwork, problem solving and self management.

Tertiary Education Organisations with sufficient evidence

<i>Tertiary Education Organisation</i>	<i>Final rating</i>
Service IQ	Sufficient
Academy New Zealand	Sufficient
Thomden Holdings Limited	Sufficient

Introduction

This level 2, 40 credit qualification provides a pre-entry induction to establish standards of professional practice for individuals who are interested in working in the service, sales and retail sectors. It is also for those who wish to gain a credential that will support their future employment opportunities to work across different retail career pathways under general supervision.

Industry training programmes for this qualification were approved in 2014 to establish standards of professional practice for customer service and sales support that can provide customers, both internal and external, with confidence in the service they receive.

Final Consistency review report

At the time of this review the three organisations presenting had 1622 graduates from this programme. These organisations attended the review meeting along with three other providers who had programmes approved with no graduates as yet. The meeting was also attended by the developer/provider – Service IQ.

Evidence

The Tertiary Education Organisations (TEOs) provided an assorted range of evidence to demonstrate that their graduates met the graduate profile outcomes.

The criteria used to judge the above evaluation question were (p10 NZQA consistency guidelines):

- The nature, quality and integrity of the evidence presented by the TEO
- How well the organisation has analysed, interpreted and validated the evidence, and used the understanding gained to achieve actual or improved consistency
- The extent to which the TEO can reasonably justify and validate claims and statements relating to the consistency of graduate outcomes, including in relation to other providers of programmes leading to the qualification

Evidence

How well does the evidence provided by the education organisation demonstrate that its graduates match the graduate outcomes at the appropriate threshold?

A range of evidence was submitted by all TEOs showing quality processes in the design, delivery and assessing of the programme. Discussions at the review meeting identified what evidence would be required to ensure that organisations could demonstrate that their graduates met the graduate outcomes at the appropriate level.

Key components identified were aspects around units covered across each graduate outcome relative to the category of retail experience, programme and student review documentation showing issues found and actions taken, graduate destination data, end user feedback (employer, work placement, client and graduates) and evidence of robust internal and external moderation and assessment. The evidence presented and discussed at the review included:

Units covered

All TEOs provided evidence of delivering the units recommended within each graduate outcome within the qualification.

Programme and student review and self evaluation

All TEOs provided evidence of programme evaluation reports or self reviews of the programme with two providing evidence of changes made, outcomes noted and changes to be made as a result of further self review.

Final Consistency review report

Graduate destination and progression

Evidence was supplied that graduates are being employed and often retained in the retail positions and some/not all are progressing to further study. All TEOs provided good evidence of progression/destination data where students were employed in the field (the majority of students) or had moved to further study or looking for work.

Industry and employer engagement and end user feedback

Industry feedback was provided from all TEOs via different avenues with some including attestations from industry outlining that graduates are at the expected level of employment.

Evidence of relevant 'real world' learning experiences includes

- Work experience
- Work placements
- Work engagement via community events
- Work (employment)

An overview of employment, work experience or engagement with either real or simulated 'real world' experiences in the retail industry was provided by all TEOs.

Graduate feedback

Evidence of graduate feedback of their abilities to enter employment or continue in training at a higher level was provided.

Assessment and moderation

All organisations reported a positive record of external moderation with Service IQ and NZQA. Processes for and primary evidence of internal moderation were supplied showing a carefully considered approach that enabled issues to be identified and resolved.

Special Focus

A special focus was noted during the review to the differences between those level 2 learners in the workplace and those in a training programme at a Private Training Establishment. Initially the differences were thought to be at opposite ends of the spectrum of training to get a threshold or consistency but by using the consistency process it was noted that the threshold can be moulded to have good quality fit with both training providers.

Examples of good practice

As a result of the self review process one TEO is going to develop more relatable surveys based on the graduate outcomes of the qualification for graduates, employers and training providers to complete. This is hoped to give an improved measure that the graduate outcomes are being met.

As a result of self review process another TEO has put in place an immediate written feedback form to be filled in by clients with regard to the retail experience they received.

Issues and concerns

Response rates from graduates were low from one TEO and this is going to be addressed by the TEO for the future.

Final Consistency review report

Recommendations to Qualification Developer

N/A