

Qualification Title: New Zealand Certificate in Contact Centres (Level 3)

Qualification number: 2303

Date and venue for review: 14 July 2016

Final decision on consistency: NATIONAL CONSISTENCY CONFIRMED

Threshold

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

- Demonstrate familiarity with the terminology and technology used in contact centres.
- Are able to provide known solutions to familiar contact centre enquiries and to escalate enquiries when appropriate.
- Have the ability to multitask - to simultaneously listen and respond; take notes; search for solutions; resolve problems or escalate as required to meet customer needs.
- Are able to work collaboratively in a team under team supervision.
- Show good communication and customer service skills demonstrated by the ability to positively adapt their own behaviour when interacting with others.

Tertiary Education Organisations with sufficient evidence

Tertiary Education Organisation	Final rating
Manukau Institute of Technology (MIT)	Sufficient

Introduction

This is a level 3 qualification of 65 credits, designed to provide the contact centre industry with individuals who have the knowledge and skills needed to interact in contact centres at entry level. Example job roles include customer service representative or adviser, communicator, and telesales agent. (NB: Graduates wishing to work within the emergency response sector need to undertake additional New Zealand qualifications in emergency response.)

Programmes leading to the qualification may be delivered on job or off job however assessment must follow a period of practical work experience in an actual or simulated contact centre¹ work place environment.

Tertiary education organisation's arranging training or delivering programmes towards this qualification must ensure that the training arranged and programmes of learning delivered, are kept up-to-date with

¹ In the case of assessment being undertaken in a simulated workplace environment, it must reflect policies and procedures of the simulated workplace rather than those of the training provider.

regard to amendments to, and replacements of relevant legislation, regulations and Australia/New Zealand Standards (AS/NZS).

The qualification was registered in March 2014. There were 23 graduates reported in 2015. Only one tertiary education organisation has so far reported graduates. The tertiary education organisation is not delivering the programme in 2016 due to insufficient student demand.

Evidence

A range of evidence was submitted to demonstrate that graduates had skills and knowledge consistent with those specified in the graduate profile of the qualification and met the required threshold. For instance:

- Evidence that of the 23 graduates in 2015, 15 gained employment in contact centres or related employment and 8 moved into further study (at level 4 or above)².
- Records from the lead lecturer for the programme who had visited employers (3) and graduates (10) in the workplace to ascertain how well the training programme had prepared graduates for their role and to identify any potential gaps in the training. The records indicated that all of the employers visited in 2015 were positive about this programme and the work readiness of graduates.
- Records of feedback from graduates who had gained employment, confirming that the programme had provided them with a range of skills appropriate to an entry level role in the contact centre industry
- Reports of external post moderation by Skills Organisation, (the qualification developer), and by Service IQ. The reports indicated that the provider was meeting or exceeding assessment requirements and that learners showed excellent competency in some areas.

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

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 tertiary education organisation
- 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 tertiary education organisation 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

The evidence presented at the review meeting clearly demonstrated that the graduates match the graduate outcomes. The evidence discussed above is directly aligned to the elements of the graduate profile and shows that graduates meet the threshold.

² Graduates who moved into further study generally undertook business studies.

Special Focus

There was no special focus for this review.

Examples of good practice

The provider presented an excellent “Programme Evaluation Report” which is standard practice for every programme at this tertiary education organisation. The report provided a thorough reflection and analysis of programme performance and outcomes which had been informed by staff, learners and other stakeholders.

Issues and concerns

This New Zealand Certificate was one of the early qualifications listed after the targeted review. The way in which the Strategic Purpose Statement; Graduate Profile; and Conditions are scripted is not in line with current practice.

Recommendations to Qualification Developer

There are no recommendations to the developer other than those raised in the previous section.