40049 Use contact centre systems to support and resolve customer interactions

Kaupae | Level	3
Whiwhinga | Credit	10
Whāinga | Purpose	This skill standard is for people who want to learn how to use contact centre systems to support and resolve customer interactions. 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. Use contact centre systems and organisational functions that support customer interactions.	a. Identify and use contact centre systems to support customer interactions.
	b. Use organisational functions to support and resolve customer interactions.
2. Apply a quality framework in a contact centre.	a. Describe a quality framework and its role to support and resolve customer interactions.
	b. Use a quality framework to deliver positive 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. 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.

Evidence of three different contact centre systems to support end-to-end journey of customer interactions is required.

Ngā momo whiwhinga | *Grades available*

Achieved.

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Ihirangi waitohu | Indicative content

Customer interactions:

- greeting of customer
- opening question
- following any security or privacy protocol
- accessing different systems and platforms
- providing different solutions, follow up subsequent actions, close customer interaction.
- complex customer enquiries – enquiries relating to products and/or services that cannot be resolved at first point of contact, usually requiring more than one step or another team member to resolve. Could also have multiple elements to the enquiry.
- business as usual enquiries – general enquiries relating to products and/or services that can be resolved at first point of contact.
- customer complaints – expressions of dissatisfaction or frustration from customers about a product or service. Can include de-escalation of customer enquiry.

Diversity in customers:

Adds complexity to different customer interactions and refers to customers who may be:

- angry
- sad
- confused
- stressed
- bi-lingual or multi-lingual speakers
- neurodiverse.

Organisational functions:

- operations
- customer facing
- marketing
- information technology
- finance.

Quality framework:

Also known as contact quality framework or quality assurance framework within different contact centres, including:

- interaction templates
- interaction close and opening
- interaction quality communication.

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Different types of contact centre systems:

- ACD (Automatic call distributor – phone system)
- CRM (Customer Relationship Management)
- SRM (Sales Relationship Management)
- HSE Platform (Health and Safety)
- knowledge database platforms for example FAQs
- online chat features
- automated portals within a contact centre
- email
- Internet based applications
- reporting platforms
- internal and external directories.

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;
- Privacy Act 2020;
- Public Records Act 2005;
- Securities Regulations 2009.

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

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Hātepe | Process	**Putanga |** Version	**Rā whakaputa |** Review Date	**Rā whakamutunga mō te aromatawai |** Last date for assessment
Rēhitatanga | Registration	1	30 May 2024	N/A
Kōrero whakakapinga | Replacement information	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.

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