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| Title | Develop, apply and maintain knowledge of products and/or services offered by a contact centre | | |
| Level | 4 | Credits | 5 |

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| Purpose | <p>This unit standard is for contact centre staff who demonstrate knowledge of products and/or services that will meet the needs of contact centre customers.</p> <p>People credited with this unit standard are able to: demonstrate knowledge of products and/or services within the organisation's portfolio; determine and communicate information about products and/or services appropriate for the customer and maintain up-to-date knowledge on products and/or services.</p> |
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| Classification | Contact Centres > Contact Centre Management |
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| Available grade | Achieved |
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Guidance Information

- 1 Assessment against this unit 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. Assessment should only occur following a period of practical experience.
- 2 **Definition**
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 they are those of a real workplace that reflect the policies and procedures of the workplace rather than those of the training provider.
- 3 **References**
 Consumer Guarantees Act 1993;
 Credit Contracts and Consumer Finance Act 2003;
 Fair Trading Act 1986;
 Health and Safety at Work Act 2015;
 ISO 18295-1:2017 Customer contact centres – Part 1: Requirements for customer contact centres;
 ISO 18295-2:2017 Customer contact centres – Part 2: Requirements for clients using the services of customer contact centres;
 Privacy Act 1993;
 Human Rights Act 1993;
 and all subsequent amendments and replacements.

- 4 Range
- a Minimum of two products and/or services relevant to the candidate's role in a contact centre.
 - b All activities and evidence presented for outcomes and performance criteria in this unit standard must be met in accordance with contact centre policies and procedures.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of products and/or services within the organisation's portfolio.

Performance criteria

- 1.1 Identify organisational products and/or services and describe their purpose.
- 1.2 Identify information sources about products and/or services and evaluate the sources for reliability and validity.
- 1.3 Explain features and benefits of products and/or services in accordance with product and/or service specifications.

Range may include but are not limited to – range, product use, after-sales service, price, legal requirements, frequency of service.

Outcome 2

Determine and communicate information about products and/or services appropriate for the customer.

Performance criteria

- 2.1 Match products and/or services to customers' needs and explain how these needs may be satisfied.

Range customers' needs may include but are not limited to – flexibility, family, age considerations, income, knowledge, skills, solution.

- 2.2 Communicate information to the customer about products and/or services in accordance with their needs, responding to any questions in a manner appropriate to the channel of communication.

Range information includes but is not limited to – features, benefits, timeframes, how these meet customer needs.

Outcome 3

Maintain up-to-date knowledge on products and/or services.

Performance criteria

3.1 Explain and apply processes for keeping relevant products and/or services knowledge up to date.

Range may include but are not limited to – database systems, seminars, induction programs, training programs.

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

| Process | Version | Date | Last Date for Assessment |
|--------------|---------|-------------------|--------------------------|
| Registration | 1 | 17 April 2014 | 31 December 2021 |
| Review | 2 | 27 September 2018 | 31 December 2026 |
| Review | 3 | 30 May 2024 | 31 December 2026 |

Consent and Moderation Requirements (CMR) reference

0003

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.