

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

<b>Purpose</b>	<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:</p> <ul style="list-style-type: none"> <li>– demonstrate knowledge of products and/or services within the organisation’s portfolio;</li> <li>– determine and communicate information about products and/or services appropriate for the customer and</li> <li>– maintain up-to-date knowledge on products and/or services.</li> </ul>
----------------	---

<b>Classification</b>	Contact Centres > Contact Centre Management
-----------------------	---

<b>Available grade</b>	Achieved
------------------------	----------

### 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 Definitions  
*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.

<b>Planned review date</b>	31 December 2023
----------------------------	------------------

**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	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0003
--	------

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

**Comments on this unit standard**

Please contact The Skills Organisation [reviewcomments@skills.co.nz](mailto:reviewcomments@skills.co.nz) if you wish to suggest changes to the content of this unit standard.