

<b>Title</b>	<b>Demonstrate knowledge of positive interaction skills and a quality framework within a contact centre</b>		
<b>Level</b>	<b>3</b>	<b>Credits</b>	<b>5</b>

<b>Purpose</b>	<p>This unit standard is for contact centre customer service agents (CSAs) to demonstrate their knowledge of positive interactions and quality frameworks.</p> <p>People credit with this unit standard will be able to:</p> <ul style="list-style-type: none"> <li>- demonstrate knowledge of a contact centre's quality framework;</li> <li>- explain customer service techniques and communication skills appropriate for resolving customer enquiries; and</li> <li>- demonstrate knowledge of inbound and outbound interactions.</li> </ul>
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<b>Classification</b>	Contact Centres > Contact Centre Operations
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<b>Available grade</b>	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 References  
*Code of Banking Practice*; available at [www.nzba.org.nz](http://www.nzba.org.nz);  
Companies Act 1993;  
Consumer Guarantees Act 1993;  
Credit Contracts and Consumer Finance Act 2003;  
Fair Trading Act 1986;  
Financial Transactions Reporting Act 1996;  
Health and Safety at Work Act 2015;  
Human Rights Act 1993;  
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;  
Securities Regulations 2009;  
and all subsequent amendments and replacements.

### 3 Definitions

*Communication skills* – include verbal, non-verbal, written skills to build relationships in a multicultural and diverse context.

*CSA* – Customer Service Agent. Also known as customer service representatives, customer care consultant, customer service operator or call centre operator.

*Customer* – a user, customer, or receiver of a service or product and may be internal or external to the contact centre and may include colleagues.

*Interactions* – refer to communicating with contact centre stakeholders across all current and different types of media. Examples may include but are not limited to: phone calls, letters, emails, webchat, video calling, blogs, and other social media.

*Verbal holding* – also referred to as holding etiquette. These are techniques used to ensure the customer is not listening to dead air. This may include but is not limited to minimising silent periods by informal but polite conversation, pre-positioning the silence, or explaining to the customer what the CSA is doing.

*Quality framework* – may also be referred to as contact quality framework or quality assurance framework within different contact centres. This framework is a tool that identifies the various quality measures for those working within contact centres. The framework may include but is not limited to interaction templates, interaction close and opening, interaction quality communication.

### 4 Range

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.

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## Outcomes and performance criteria

### Outcome 1

Demonstrate knowledge of a contact centre's quality framework.

#### Performance criteria

1.1 Source and explain the purpose of having a quality framework in a contact centre.

1.2 Explain how the framework can support CSAs to deliver positive customer interactions.

### Outcome 2

Explain customer service techniques and communication skills used for resolving customer enquiries.

**Performance criteria**

- 2.1 Explain effective customer service techniques used to help resolve customer enquiries.
- Range customer service techniques include but are not limited to – greeting, interaction control, open and close questioning, active listening, paraphrasing enquiry, building rapport, anticipating needs of customer, verbal holding; evidence of four is required.
- 2.2 Explain effective communication skills used to help resolve customer enquiries.
- Range communication skills include but are not limited to – active listening, verbal communication, written communication, non-verbal communication, friendliness, empathy; evidence of three is required.

**Outcome 3**

Demonstrate knowledge of inbound and outbound interactions.

**Performance criteria**

- 3.1 Explain an inbound interaction and an outbound interaction.
- 3.2 Explain steps to conduct and record inbound and outbound interactions.
- 3.3 Explain techniques to respond to inbound and outbound interactions.
- Range techniques include – interaction opening; establishing needs; techniques may also include but is not limited to – active listening; negotiating; problem-solving; interaction control; professionalism; product, service and/or industry knowledge.

<b>Replacement information</b>	This unit standard replaced unit standard 16779, unit standard 16780 and unit standard 16781.
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**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	27 September 2018	31 December 2026
Review	2	30 May 2024	31 December 2026

<b>Consent and Moderation Requirements (CMR) reference</b>	0003
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

This unit standard is expiring