

Title	Demonstrate knowledge of how a contact centre customer service agent role fits within an organisation		
Level	3	Credits	5

Purpose	<p>The purpose of this unit standard is for contact centre customer service agents (CSAs) to understand how their role fits within an organisation.</p> <p>People credited with this unit standard are able to:</p> <ul style="list-style-type: none"> – demonstrate knowledge of how a contact centre role contributes to an organisation's success; and – Explain how monitoring, training and coaching relates to a CSA within a contact centre.
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Classification	Contact Centres > Contact Centre Operations
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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.
- 2 References
 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;
 and all subsequent amendments and replacements.
- 3 Definitions
Contact centre – an organisational unit of any size that acts as a focal point for communication between organisations and customers using live voice telephony and/or information technology to meet service purposes. Contact centres may also be referred to as call centres. Contact centres exist across a wide range of industries, for example, banking, insurance, telecommunications, computer companies, retailers and suppliers of services, local government, government agencies, travel industry, market research companies and charity organisations.
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.

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

Culture – refers to an organisation's expectations, experiences, philosophy, and values that hold it together, and is expressed in its self-image, inner workings, interactions with the outside world, and future expectations. It is based on shared attitudes, beliefs, customs, and written and unwritten rules that have been developed over time and are considered valid. Also called corporate culture.

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.

Intra day-to-day – changes made to the roster through the course of an individual day to meet unexpected demands.

4 Range

All activities and evidence presented for outcomes and performance criteria in this unit standard must be in accordance with contact centre policies and procedures.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of how a contact centre role contributes to an organisation's success.

Performance criteria

- 1.1 Explain behaviours and attitudes that are expected of contact centre staff.
- 1.2 Explain how contact centre procedures relate to an organisation's strategy, vision and mission.
- 1.3 Describe the culture of a contact centre and how a CSA role fits within the organisation.
- 1.4 Explain importance of rosters and schedules, responding to intra day-to-day changes, contact centre measures and targets.
- 1.5 Explain how to keep up to date with all areas of an organisation so as to deliver efficient product, service and/or industry knowledge to internal and external stakeholders.

Outcome 2

Explain how monitoring, training and coaching relates to a CSA within a contact centre.

Performance criteria

- 2.1 Explain the importance of monitoring within a contact centre.

- 2.2 Explain how monitoring impacts the contact centre and wider organisation in terms of meeting objectives.

Range objectives include – individual, contact centre, and wider organisation.

- 2.3 Explain how training and coaching assists the CSA in their role and the outcomes of a contact centre.

Planned review date	31 December 2023
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	27 September 2018	N/A

Consent and Moderation Requirements (CMR) reference	0003
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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.org.nz if you wish to suggest changes to the content of this unit standard.