

Title	Demonstrate and apply knowledge of quality monitoring in a contact centre		
Level	4	Credits	4

Purpose	<p>This unit standard is for senior customer service agents (CSAs) and people in supervisory positions to monitor the quality of interactions in a contact centre.</p> <p>People credited with this unit standard are able to:</p> <ul style="list-style-type: none"> - explain quality monitoring in a contact centre; and - monitor quality in a contact centre.
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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 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.

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.

Quality monitoring – the monitoring of the interaction between a CSA in a contact centre and a customer of the organisation.

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

Explain quality monitoring in a contact centre.

Performance criteria

1.1 Explain the purposes of monitoring quality within a contact centre environment.

Range may include but is not limited to – maintain and improve the quality of customer interactions, recognise quality performers, assess training needs, ensure customer expectations are met, compliance; evidence of two is required.

1.2 Explain quality monitoring in terms of the benefits to a customer.

Range evidence of two is required.

1.3 Explain quality monitoring in terms of the benefits to a CSA.

Range may include but is not limited to – identify knowledge gaps, identify coaching requirements, customer service standards, accuracy of technical knowledge, retrieval of calls related to a dispute; evidence of two is required.

Outcome 2

Monitor quality in a contact centre.

Range may include but is not limited to – calls, email, webchat, or other current contact centre technology used for interactions; evidence of two quality monitoring situations is required.

Performance criteria

2.1 Prepare to monitor quality of interaction.

Range may include but is not limited to – identification of contact centre representative, scheduling monitoring time(s), identification of points being monitored, business criteria, schedule feedback time with CSA.

2.2 Prepare resources available in organisation for monitoring quality.

Range may include but is not limited to – evaluation forms, recording equipment, listening equipment, feedback forms; evidence of three is required.

2.3 Complete quality monitoring.

2.4 Take appropriate action based on monitoring.

Range may include but is not limited – giving constructive feedback and coaching.

2.5 Complete documentation.

Range may include but is not limited to – performance records, training records.

Replacement information	This unit standard replaced unit standard 25305 and unit standard 25306.
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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

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>.

This unit standard is expiring