Title	Support day-to-day operations and resolve interruptions within a contact centre		
Level	4	Credits	6

Purpose	This unit standard is for senior customer service agents (CSAs) and people in supervisory positions in a contact centre to make decisions to support day-to-day operations. People credited with this unit standard are able to: - extract and interpret statistics from contact centre technology systems; - demonstrate knowledge of the relationships between CSA activity and contact centre statistics; - identify technology problems within a typical contact centre environment and demonstrate knowledge of how to deal with them; - resolve situations that adversely affect service levels in a contact centre; and - explain the disaster recovery plan for a contact centre.

Classification	Contact Centres > Contact Centre Management

Available grade	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   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
Abandonment rate – the percentage of calls where the customer hangs up before being answered.

ACD – Automatic Call Distributor.

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 average contact duration time – the average talk time of customer calls.

Contact centre interaction volume – the number of contacts per day.

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.

CSA adherence to schedule – a general term that refers to how well CSA's adhere to their schedules.

CSA availability – the number of CSAs logged on.

CSA contact duration time – the average talk time for customer contacts to and/or from an individual CSA.

CSA contact volume – the number of contacts handled by CSA per day.

CSA hold time – the end-of-day total of the length of time customers have been on hold.

CSA not ready time – the total time the CSA is not available to take calls when logged on.

CSA wait time – the time between calls, expressed as end-of-day total or average.

CTI – Computer Telephony Integration.

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.

Customer wait time – the average time customers are waiting for service.

Disaster recovery plan – may also be referred to as an interruption recovery plan in other organisations.

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.

IVR – Interactive Voice Response.

LAN – Local Area Network.

Occupancy Rate – the percentage of time an individual CSA, or all CSAs (average), are actively occupied during talk time and wrap-up time; usually expressed as a percentage of total logged on time.

PABX – Private Automatic Branch Exchange.

Service level – the percentage of calls answered within a given time.

VoIP – Voice over Internet Protocol.

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

Extract and interpret statistics from contact centre technology systems.

Performance criteria

1.1   Extract and interpret statistics relating to the performance of the contact centre as a whole in terms of contact centre metrics.

Range   may include but is not limited to – abandonment rate, contact centre average contact duration time, contact centre interaction volume, CSA availability, customer wait time, occupancy rate, service level;
evidence of five is required.

1.2   Extract and interpret statistics relating to the performance of individual CSAs in terms of contact centre metrics.

Range   may include but is not limited to – CSA contact duration time, CSA contact volume, CSA hold time, CSA not ready time, customer wait time, occupancy rate, CSA adherence to schedule;
evidence of three is required.

Outcome 2

Demonstrate knowledge of the relationships between CSA activity and contact centre statistics.

Range   contact centre statistics may include but are not limited to – abandonment rate, contact centre average contact duration time, contact centre interaction volume, customer wait time, occupancy rate, service level.

Performance criteria

2.1   Outline the effect of reduced and increased CSA availability on contact centre statistics.

2.2   Examine actual and forecast contact centre statistics and recommend changes to CSA availability where improvements to actual statistics are required.

Outcome 3

Identify technology problems within a typical contact centre environment and demonstrate knowledge of how to deal with them.

Range   technology problems may include but are not limited to – failures of site, ACD, PABX, LAN, IVR, CTI, VoIP, monitored signals, telephone or power outages, equipment failure;
evidence of three problems is required.

Performance criteria

3.1   Identify technology problems.

        Range   may include but is not limited – pre-empting failure, telephone or power outages, equipment failure.

3.2   Demonstrate knowledge of managing technology problems to minimise the effect on service level.

Outcome 4

Resolve situations that adversely affect service levels in a contact centre.

Range   situations may include but are not limited to – unplanned absenteeism, abnormal traffic, technology problems;
           evidence of two is required.

Performance criteria

4.1   Assess the impact of the situation on service levels.

4.2   Identify steps that can be taken to address the impact and identify individuals who have authority to approve and/or implement these steps.

4.2   Recommend changes to support the resolution of the impact.

        Range   changes may include but are not limited to – adjustment of start and finish times, breaks, overtime, meetings, coaching, skills-based routing, reorganisation of administrative functions.

Outcome 5

Explain the disaster recovery plan for a contact centre.

Range   examples of disasters may include but are not limited to – power outage, earthquakes, fire, system outage.

Performance criteria

5.1   Explain how interactions will be answered under emergency situations consistent with contact centre procedures.

5.2   Explain responsibilities of all contact centre personnel with reference to evacuation procedures.

5.3   Explain systematic testing of disaster recovery plan.

Replacement information	This unit standard replaced unit standard 19442 and unit standard 28272.

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

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

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