

Title	Demonstrate knowledge of emotional and mental well-being to manage self within a contact centre environment		
Level	3	Credits	10

Purpose	<p>The purpose of this unit standard is to enable customer service agents (CSAs) to build self-awareness to manage their own well-being and self in a contact centre.</p> <p>People credited with this unit standard are able to:</p> <ul style="list-style-type: none"> - demonstrate knowledge of managing workplace interactions and how they can impact a CSA's role; and - demonstrate knowledge of managing self, stress, and time in 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

- 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.
- References
Harmful Digital Communications Act 2015;
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;
and all subsequent replacements or amendments.
- 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.

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 managing workplace interactions and how they can impact a CSA's role.

Performance criteria

1.1 Describe ways in which the workplace environment can influence a CSA's interactions with other staff and customers.

1.2 Describe how being aware of own automatic reactions can influence interactions with other staff and customers.

1.3 Describe technique(s) to control automatic reactions when dealing with challenging situations.

Range situation includes – CSA-CSA, CSA-other contact centre leadership staff, CSA-customer, CSA-other staff in wider organisation;
evidence of four is required.
techniques may include but are not limited to – pauses, breathing, active listening;
automatic reactions may include but are not limited to – emotional reactions, verbal reactions, physical reactions, bias, perceptions;
evidence of two techniques or automatic reactions is required per situation.

1.4 Describe challenges that can impact on a CSAs role and the consequences on the CSA, the contact centre, and the wider organisation.

Range challenges include but are not limited to – disruptions with contact centre technology and systems, changes within contact centre, recovering from a difficult customer interaction, disruptions in workplace;
evidence of two is required.

- 1.5 Describe technique(s) to defuse challenging situations within a contact centre and the wider organisation.
- Range situations may include – CSA and another contact centre staff, CSA and a customer, CSA and other staff within the organisation.
- 1.6 Describe how a CSA role contributes towards creating and/or demonstrating an organisation's values, culture, and brand internally and externally to the organisation.

Outcome 2

Demonstrate knowledge of managing self, stress, and time in a contact centre.

Performance criteria

- 2.1 Describe external and internal factors that may cause stress within a contact centre.
- Range external factors may include but are not limited to– major life changes, workplace relationships, volume of work, shift work, domestic circumstances, personal health issues, physical environment;
internal factors may include but are not limited to – negative self-talk, unrealistic expectations, lack of assertiveness, uncertainty, pessimism.
- 2.2 Describe support options to seek assistance for dealing with stress.
- Range support options may include but are not limited to – manager, human resources, employee assistance programme, organisation's internal support, caregiver, family, medical professional, counsellor, social worker, church and/or religious personnel, support agencies, websites;
evidence of three is required.
- 2.3 Explain the advantages of effective time management and consequences of poor time management as applied to a CSA role.
- 2.4 Describe ways to self-motivate, increase own positive attitude, and maintain confidence as a CSA to work effectively within a contact centre.
- 2.5 Describe strategies to manage stress and time within a contact centre.
- Range evidence of two strategies to manage stress; and two strategies to manage time.
- 2.6 Explain how to determine whether strategies are effective and provide recommendations to improve the strategies.
- Range strategies used in performance criterion 2.5.

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	29 August 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>.