

National Certificate in Contact Centre Operations (Level 3)

Level 3

Credits 67

Purpose

This is the basic qualification for people working in contact centres (sometimes referred to as call centres). Holders of the certificate have demonstrated that they are able to work effectively in a contact centre environment, where they communicate with customers or the public using a variety of media for the purposes of customer services, marketing, information gathering, operating a help desk, or similar functions.

This qualification leads on to the National Certificate in Contact Centre Management (Team Leader) (Level 4) [Ref: 0739]. The competencies gained in this qualification are also a useful foundation for other occupations in the sales and service environment.

Credit Range

	Compulsory	Elective
Level 2 credits	26	-
Level 3 or above credits	35	6
Minimum totals	61	6

Requirements for Award of Qualification

This qualification will be awarded to people who have met the requirements of the compulsory and elective sections.

Award of NQF Qualifications

Credit gained for a standard may be used only once to meet the requirements of this qualification.

Unit standards and achievement standards that are equivalent in outcome are mutually exclusive for the purpose of award. The table of mutually exclusive standards is provided in the Qualifications Authority *Rules and Procedures* publications available at www.nzqa.govt.nz/ncea/.

Reviewed standards that continue to recognise the same overall outcome are registered as new versions and retain their identification number (Id). Any version of a standard with the same Id may be used to meet qualification requirements that list the Id and/or that specify the past or current classification of the standard.

Detailed Qualification Requirements

Compulsory

All the standards listed below are required.

Field Business
 Subfield Business Administration
 Domain Business Information Processing

Id	Title	Level	Credit
103	Use data entry skills to input computer data	2	3
111	Operate a word processor	2	5

Field Computing and Information Technology
 Subfield Computing
 Domain Generic Computing

Id	Title	Level	Credit
2780	Demonstrate and apply knowledge of a personal computer system	2	9

Field Core Generic
 Subfield Core Generic
 Domain Self-management

Id	Title	Level	Credit
12349	Demonstrate time management	2	3
12355	Demonstrate knowledge of stress and how to deal with it	2	2

Field Humanities
 Subfield Communication Skills
 Domain Interpersonal Communications

Id	Title	Level	Credit
1299	Be assertive in a range of specified situations	2	4
9694	Analyse and apply principles of communication process theory	3	4

Field Service Sector
 Subfield Contact Centres
 Domain Contact Centre Operations

Id	Title	Level	Credit
16774	Follow occupational safety and health principles in a contact centre	3	3
16775	Use and explain contact centre equipment and systems	3	3
16776	Communicate with customers from a contact centre	3	3
16777	Seek, evaluate, and organise information for action in a contact centre	3	8
16778	Establish and maintain effective working relationships in a contact centre	3	4

Subfield Service Sector Skills
Domain Service Sector – Core Skills

Id	Title	Level	Credit
376	Employ customer service techniques for differing customer behaviours in a given situation	3	2
11815	Answer customer enquiries on the telephone in a wide range of contexts	3	4
11818	Enhance work practices by the application of product and/or service knowledge	3	4

Elective

A minimum of 6 credits at level 3 or above is required from the standards listed below.

Field Business
Subfield Financial Management
Domain Credit Administration

Id	Title	Level	Credit
16759	Demonstrate telephone techniques for debt collection	3	5

Subfield Marketing
Domain Sales Organisation and Management

Id	Title	Level	Credit
10458	Communicate product information and provide product support to sales clients	4	5

Field Computing and Information Technology
Subfield Computing
Domain Generic Computing

Id	Title	Level	Credit
20332	Apply Internet knowledge and skills in an organisational context	3	3

Field Humanities
Subfield Communication Skills
Domain Interpersonal Communications

Id	Title	Level	Credit
9681	Participate in groups and/or teams to make decisions	3	3
11097	Listen to gain information in an interactive situation	3	3

Field Service Sector
Subfield Contact Centres
Domain Contact Centre Operations

Id	Title	Level	Credit
16779	Assist customers with account inquiries in a contact centre	3	4
16780	Respond to in-bound calls relating to marketing campaigns in a contact centre	3	4
16781	Conduct out-bound telemarketing campaigns from a contact centre	3	5

Id	Title	Level	Credit
16782	Conduct telephone surveys from a contact centre	3	4
16783	Receive and action reports of faulty products or services in a contact centre	3	4
16784	Receive and resolve customer complaints about products or services, in a contact centre	3	5
18510	Process emergency service calls at an emergency response contact centre	3	5
18511	Dispatch resources from an emergency response contact centre in response to emergency service calls	3	5

Subfield Retail, Distribution, and Sales

Domain Sales

Id	Title	Level	Credit
379	Sell goods and/or services on an in-coming telephone call	3	3

Subfield Service Sector Skills

Domain Selling Skills

Id	Title	Level	Credit
11819	Assist customers to buy goods and services by in-coming and out-going telephone call	3	4
11831	Sell goods and/or services	3	6

Domain Service Sector - Core Skills

Id	Title	Level	Credit
11816	Answer customer enquiries by mail, facsimile, and/or e-mail in a wide range of contexts	3	4

Transition Arrangements

Version 3

This qualification was reviewed following a review of *Call Centres* unit standards and a change in the classification to bring the qualification focus into line with industry developments.

Changes to structure and content

- unit standard 16774 had the credit value raised from 2 to 3 and the level raised from 2 to 3
- the elective component of the qualification was restructured to provide better access for candidates
- unit standards 61, 63, 2785, and 11820 were removed from the elective section
- unit standards 9681, 10458, 11097, and 20332 were added to the elective section
- change of credit total from 65 to 67
- level added to qualification title
- new classification included in title.

People currently enrolled in programmes leading to the award of version 1 or 2 are encouraged to transfer to version 3. However, they may choose to complete the requirements for the version on which they are enrolled.

For detailed review information see [Review Summaries](#) on the Qualifications Authority website.

It is not intended that anyone be disadvantaged by this review, and the above arrangements have been designed for a smooth transition. However, anyone who feels they have been disadvantaged may appeal to the ElectroTechnology Industry Training Organisation at the address below.

Previous versions of the qualification

Version 2 of this qualification was issued to accommodate additional call centre industry training requirements. Unit standard 16759 was added to Elective 1 and unit standard 11816 was moved from Elective 2 to Elective 1.

NQF Registration Information

Process	Version	Date	Last Date for Award
Registration	1	July 1999	December 2007
Revision	2	November 2001	December 2007
Review	3	August 2005	N/A

Standard Setting Body

ElectroTechnology Industry Training Organisation
PO Box 24 469
ROYAL OAK
Auckland

Telephone 09 525 2590
Email connect@etito.co.nz

Any person or organisation may contribute to the review of this qualification by sending feedback to the standard setting body at reviewcomments@etito.co.nz.

The review of this qualification is planned to take place in 2010.

Other standard setting bodies whose standards are included in the qualification

Forest Industry Training
NZQA
Retail Industry Training Organisation

Certification

The certificate will display the logos of the Qualifications Authority and the ElectroTechnology Industry Training Organisation.

Classification

This qualification is classified according to the NQF classification system and the New Zealand Standard Classification of Education (NZSCED) system as specified below.

NQF Classification		NZSCED	
Code	Description	Code	Description
1956	Service Sector/Contact centres/Contact Centre Operations	080599	Management and Commerce/Sales and Marketing/Sales and Marketing not elsewhere classified

Quality Management Systems

Providers and Industry Training Organisations must be accredited by the Qualifications Authority before they can register credits from assessment against standards. Accredited providers and Industry Training Organisations assessing against standards must engage with the moderation system that applies to those standards. Accreditation requirements and the moderation system are outlined in the associated Accreditation and Moderation Action Plan (AMAP) for each standard.