

**Qualification Title: New Zealand Certificate in Retail (Customer Service and Sales Support) Level 2**

**Qualification number:** 2234

**Date of review:** 27 and 28 November 2017

**Final decision on consistency of the qualification:** *National Consistency is confirmed*

**Threshold:**

The threshold to determine sufficiency with the graduate profile was determined as evidence of graduates who are able to:

- Work, and apply a range of standard retail processes, under general supervision, in an entry level role across different retail career pathways, including having standards of professional practice for customer service and sales support that provides customers with confidence in the service they receive. Standards include: communication; teamwork; presentation; problem solving and self-management.
- Follow health and safety rules and be able to take instruction, to ensure their own and others' safety.

**Tertiary Education Organisations with sufficient evidence**

Final decision on sufficiency of Tertiary Education Organisations' evidence, will be updated as other education organisations show sufficient evidence

<b>Tertiary Education Organisation</b>	<b>Final rating</b>
Academy NZ (Intueri Education Group)	Sufficient
Ara Institute of Canterbury	Sufficient
Capital Training	Sufficient
Education Action	Sufficient
Employ NZ Ltd	Sufficient
MSL Training Ltd	Sufficient
People Potential Ltd	Sufficient
Service IQ	Sufficient
Service Skills Centre	Sufficient
Avonmore Tertiary Academy	Sufficient
Thomden Holdings (trading as Face and Beauty)	Sufficient
Frontline Training Ltd	Sufficient

## Introduction

This level 2, 40 credit qualification provides a pre-entry induction to establish standards of professional practice for individuals who are interested in working in the service, sales and retail sectors. It is also for those who wish to gain a credential that will support their future employment opportunities to work across different retail career pathways under general supervision.

There were 2531 graduates reported for the qualification in 2016 by 13 education organisations. Many of these graduates were reported by Service IQ, arranged through their Qual-Link programme which mapped the existing internal training of employer organisations to the components and graduate profile of the NZ Certificate in Retail (Customer Service and Sales Support) (Level 2).

The education organisations attended one of two review meetings held in Wellington and Auckland. Also in attendance were the qualification developer, ServiceIQ along with representatives of seven other providers who had programmes approved with no graduates as yet.

## Evidence

The education organisations provided a range of evidence to demonstrate that their graduates met the graduate profile outcomes.

The criteria used to judge the evaluation question were:

- The nature, quality and integrity of the evidence presented by the education organisation
- How well the organisation has analysed, interpreted and validated the evidence, and used the understanding gained to achieve actual or improved consistency
- The extent to which the education organisation can reasonably justify and validate claims and statements relating to the consistency of graduate outcomes, including in relation to other providers of programmes leading to the qualification.

Evidence provided included

- Confirmation that the education organisations had a coherent programme of study, or programme of industry training, which ensured that programme components led to the graduate profile. The providers' programmes differed from each other according to the context and delivery methodology.
- Post and pre-assessment moderation reports. The education organisations confirmed that they collaborated with ServiceIQ and/or other providers or industry for moderation activities.
- Examples of on-job observation forms used by the employers and/or education organisation staff when students were undertaking work experience.
- Graduate surveys which confirmed that graduates had gained, and were using, the skills and knowledge outlined in the graduate profile.
- Documented feedback from teaching staff on higher level programmes to which graduates had progressed, confirming that the graduates possessed and demonstrated skills and knowledge outlined in the graduate profile.
- Employer surveys which confirmed that graduates had gained, and were using, the skills and knowledge outlined in the graduate profile.

**How well does the evidence provided by the education organisation demonstrate that its graduates match the graduate outcomes at the appropriate threshold?**

The evidence presented before, and at the review meeting was sufficient to demonstrate that the graduates from the education organisations listed above, match the graduate outcomes. The evidence in most cases was strongly aligned with the graduate profile and clearly demonstrated that graduates meet the threshold.

In general, the quality of evidence presented was sound with a good mix of informal or anecdotal feedback and empirical evidence. The education organisations who had ensured alignment of evidence with the graduate profile strengthened the consistency case. Some of the education organisations would have been able to more effectively demonstrate sufficiently had they better organised their supporting documentation – these organisations presented large volumes of supporting data, much of which was irrelevant or superfluous.

**Examples of good practice**

Several education organisations provided succinct summary reports which clearly demonstrated sufficiency.

Most education organisations are now aligning graduate and employer/industry surveys and conversations to the graduate profile.

**Issues and concerns**

It was noted that four of the education organisations present have either discontinued offering the programme or intend to discontinue after the current cohort is complete. The reason cited was the low level of demand for the programmes by full-time students due to:

- the fact that many [school] students in fact only want the credits towards NCEA
- the high level of vacancies in the retail industry meaning that potential students can gain employment without this qualification, and train on the job.

**Recommendations to Qualification Developer**

The education organisations recommend that in the periodic review of this qualification, scheduled for 2018, that ServiceIQ take account of:

- The changes in technology affecting the retail sector particularly in payment and stock management systems
- The growth in on-line retailing.