

Qualification Title: New Zealand Certificate in Contact Centres (Level 4)

Qualification number: 2304

Date of review: 18 July 2022

This report refers to all graduates awarded this qualification prior to: December 2021

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

It was agreed at the review meeting that the threshold, for the purpose of this consistency review, was aligned with the graduate profile outcomes (GPOs) of the qualification (version two).

Threshold:

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

- Deliver and advocate positive customer interactions using advanced communication and problem
- Solving skills, specialised knowledge, and organisational collaboration
- Interpret contact centre information to support day-to-day operations and make decisions that meet organisational objectives
- Practice, promote and support health, safety, and well-being practices/initiatives in the workplace
- Apply understanding of organisational policies and relevant legislation to support compliance within the workplace environment
- Effectively coach, mentor, and role-model organisational values, cultures, and behaviours in a diverse workplace.

Education Organisations with sufficient evidence

The following education organisations have been found to have sufficient evidence.

MOE Number	Education Organisation	Final rating
8661	New Zealand Management Academies Ltd	Sufficient

Introduction

The purpose of this level 4, 60-credit certificate is to provide the contact centre industry with individuals who have the specialised product knowledge, service, and customer experience skills to interact, coach, mentor, and role model the organisation's values and behaviours in a contact centre environment. Graduates will be capable of self-managing within organisational parameters under broad guidance.

Final Consistency Review Report

It is recommended that learners have achieved the New Zealand Certificate in Contact Centres (Level 3) [Ref: 2303] or have demonstrated equivalent knowledge and skills before commencing this qualification. Graduates intending to move into a team leader role are recommended to progress to a business qualification in first line management or business management.

The qualification was developed by The Skills Organisation in 2014 in collaboration with the contact centre sector and education organisations and listed on the New Zealand Qualifications Framework (NZQF). A review was held in 2017 with version two published in February 2018.

There was one education organisation with graduates from their programme of study leading to the award of this qualification. This organisation had a total of nine graduates over the reporting period.

The consistency review meeting was held online, and was attended by representatives of the education organisation and Ringa Hora Services Workforce Development Council - the new qualification developer.

Evidence

The education organisation provided a range of evidence to demonstrate that their graduates met the graduate profile outcomes (GPOs).

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.

The evidence included:

- Confirmation that the education organisation had a coherent programme of study which ensured that programme components led to the graduate profile.
- Evidence that simulated real world experience was provided to support the learning.
- Internal and external moderation evidence that assured the programme was assessed at an appropriate level, and assessment was valid.
- Feedback from graduates confirming that the programme had provided them with a range of skills and knowledge aligned to the graduate profile.
- Destination data including employment (relevant and generic) and further study.

Final Consistency Review Report

How well does the self-assessment and supporting evidence provided by the education organisation demonstrate that its graduates match the graduate outcomes at the appropriate threshold?

The Education organisation submitted a range of evidence that could be triangulated to demonstrate that their graduates match the graduate outcomes at the agreed threshold.

The education organisation provided sound evidence related to their approved programme of study, how the unit standards and learning outcomes were mapped against the GPOs of the qualification. Evidence relating to moderation demonstrated that there had been good coverage across the programme via internal and external moderation processes, with generally positive results. This was sufficient to validate the assessment decisions. The education organisation provided evidence of the real-world learning experience that the learners were provided with to enable them to demonstrate their competency in a simulated workplace environment.

Graduate survey results and feedback confirmed that graduates had gained, and some were using, the skills and knowledge outlined in the graduate profile in relevant workplaces, and other in more generic employment. One graduate had progressed to further study.

Overall, the self-assessment and supporting evidence supplied by the Education organisation demonstrate that their graduates meet the graduate outcomes at the agreed threshold.

Special Focus (includes special focus on a strand or outcome)

None

Issues and concerns

The education organisation has discontinued their programme leading to the award of this qualification and is offering a business qualification in first line management as an alternative, due to lack of demand from learners and the contact centre industry.

Recommendations to Qualification Developer

It is recommended that Ringa Hora Services Workforce Development Council take the issue identified above relating to the low demand for this qualification into consideration in the next qualification review, scheduled for early 2023.