



Accredited Provider
The Skills College for Development and Training (Pty)Ltd.

Further education and training Certificate: Contact Centre Operations

Qualification ID 93996– NQF 4; 132 Credits

INTRODUCTION

Any individual who are or wish to be involved in the Contact Centre industry, will have access to this qualification. It also serves as the entry qualification into Contact Centre operations and management. This qualification will be registered at NQF Level 4. Portability across both areas of specialisation is therefore ensured.

Learners working towards this qualification will find that the acquisition of competence in the unit standards, which make up the qualification, will add value to learner's job. This qualification is intended to enhance the provision of entry level service within the Contact Centre Industry.

Rationale of the qualification

The National Qualification in Contact Centre operations: Level 4 is designed to meet the needs of those learners want to progress and will assist those who make Contact Centre Operations their chosen career path, in the field of Contact Centres. Contact Centres have become key business tools - integral to the way organisations achieve their business objectives. Contact Centres are a new industry - there is a need to develop career paths in this field, and it is a high growth industry constantly in need of skilled people.

The Contact Centre industry is also fast becoming the next knowledge worker industry. All Contact Centres are currently recruiting, training and performance managing agents. Currently Call Centres sit inside of existing organisations within larger Industries, i.e. Banking, Insurance, Pay-TV.

The Contact Centre National Certificate at NQF Level 4 will provide the broad knowledge and skills needed in the industry and to progress along a career path for learners who:

At the higher levels needs a set of unit standards against which to align and measure themselves.

Were previously disadvantaged or who were unable to complete their schooling and were therefore denied access to Further Education and Training.

Have worked in Contact Centres for many years, but have no formal qualification in Contact Centre Management.

Wish to extend their range of skills and knowledge of the industry so that they can become competent workers in Contact Centres.

The National Certificate in Contact Centre Operations: Level 4 allows the learner to work towards a nationally recognised whole qualification. The qualification will allow both those in formal education and those already employed in Contact Centre organisations access, due to its flexibility.

The qualification focuses on the skills, knowledge, values and attitudes required to progress further within the Contact Centre industry. The intention is

To promote the development of knowledge and skills that are required in Contact Centres.
To release the potential of people.
To provide opportunities for people to move up the value chain.

Many different roles and careers are linked to and affected by this qualification. They include, but are not limited to:

Sales Managers
Administration staff
Contact Centre Managers
Category Managers
Sales Representatives
Telesales Clerks
National Account Managers
Sales Directors
Key Account Managers
Client Services Clerks
Channel Managers
Quality Assurance staff
Contact Centre / Call Centre Supervisors
Contact Centre/ Call Centre Agents
General Managers
IT Staff

The National Certificate in Contact Centre Operations: Level 4, should produce knowledgeable, skilled people who are able to contribute to improved productivity and efficiency within the Contact Centre industry. It should provide the means for current individuals in the Contact Centre field to receive recognition of prior learning and to upgrade their skills and knowledge base. The qualification is structured in such a way that it exposes individuals to a set of core competences to give a broad understanding of Contact Centre operations and supervision, and the electives, which will allow for a specialisation of competence in either a commercial or an emergency environment. It will also promote the notion of life-long learning.

LEARNING ASSUMED TO BE IN PLACE

The learning assumed to be in place is only a guide in order to help the learner cope with the unit standards in the qualification. The following is the learning assumed to be in place:

Learners accessing this unit standard or qualification will have demonstrated competency against unit standards in Contact Centres at NQF Level 2 or equivalent

Learners are expected to have demonstrated competency in language (Verbal and written communication skills) and numeracy at NQF Level 3 or equivalent

Learners will demonstrate competence in a Second Language (verbal and written communication skills) at NQF level 2.

Recognition of prior learning

The structure of this Unit Standard based Qualification makes the Recognition of Prior Learning possible, if the learner is able to demonstrate competence in the knowledge, skills, values and attitudes implicit in this.

This Recognition of Prior Learning may allow:

For accelerated access to further learning.

Gaining of credits towards a unit standard.

All Recognition of Prior Learning is subject to quality assurance by the relevant accredited Education, Training, Quality, Assurance Body and is conducted by an accredited workplace assessor.

EXIT LEVEL OUTCOMES

On achieving this qualification, the learner will be able to:

Understand and implement service levels and their monitoring in Contact Centres.

Monitor and control Contact Centre support Staff and their meeting of targets and standards.

Apply specific Contact Centre sales knowledge and skills in creating and meeting sales targets and requirements.

Identify specific Contact Centre customers.

Coach others in Contact Centres.

Work with Contact Centre statistical data.

TIME PERIOD

This Learnership can be presented over a period of 12 months. Contact sessions can be determined. This do not need to be 100% contact session based.

THE FOLLOWING UNIT STANDARDS WILL BE COMPLETED:

UNIT STANDARDS:

	ID	UNIT STANDARD TITLE	PRE-2009 NQF LEVEL	NQF LEVEL	CREDITS
Core	10313	Comply with service levels as set out in a Contact Centre Operation	Level 4	NQF Level 04	10
Core	10324	Describe features, advantages and benefits of a range of products or services	Level 4	NQF Level 04	6
Core	10326	Identify customers of Contact Centres	Level 4	NQF Level 04	4
Core	10323	Implement Contact Centre specific sales techniques to generate sales through a Contact Centre	Level 4	NQF Level 04	12
Core	10321	Monitor and maintain performance standards in a Contact Centre	Level 4	NQF Level 04	12
Core	10327	Provide coaching to personnel within a Contact Centre	Level 4	NQF Level 04	10
Core	10322	Retrieve and correlate statistical data applicable to Contact Centres	Level 4	NQF Level 04	12
Fundamental	9015	Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems	Level 4	NQF Level 04	6
Fundamental	9016	Represent analyse and calculate shape and motion in 2-and 3-dimensional space in different contexts	Level 4	NQF Level 04	4
Fundamental	7468	Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues	Level 4	NQF Level 04	6
Fundamental	12153	Use the writing process to compose texts required in the business environment	Level 4	NQF Level 04	5

Elective	10331	Identify and analyse customer and market related trends impacting on Contact Centres	Level 4	NQF Level 04	10
Elective	10328	Implement and co-ordinate Contact Centre activities in a commercial environment	Level 4	NQF Level 04	18

Fundamental	119472	Accommodate audience and context needs in oral/signed communication	Level 3	NQF Level 03	5
Fundamental	119457	Interpret and use information from texts	Level 3	NQF Level 03	5
Fundamental	119467	Use language and communication in occupational learning programmes	Level 3	NQF Level 03	5
Fundamental	119465	Write/present/sign texts for a range of communicative contexts	Level 3	NQF Level 03	5
Fundamental	119462	Engage in sustained oral/signed communication and evaluate spoken/signed texts	Level 4	NQF Level 04	5
Fundamental	119469	Read/view, analyse and respond to a variety of texts	Level 4	NQF Level 04	5
Fundamental	119459	Write/present/sign for a wide range of contexts	Level 4	NQF Level 04	5