

Qualification Specification

600/8065/6

iCQ Level 3 Certificate in Contact Centre Operations



Qualification Details

Title	: iCQ Level 3 Certificate in Contact Centre Operations
Awarding Organisation	: iCan Qualifications Limited
Fees Price List Url	: https://icanqualify.net
Qualification Type	: Occupational
Qualification Sub Type	: None
Qualification Level	: Level 3
Qualification Sub Level	: None
EQF Level	: Level 4
Regulation Start Date	: 31-Jan-2013
Operational Start Date	: 01-Feb-2013
Offered In England	: Yes
Offered In Wales	: Yes
Offered In Northern Ireland	: Yes
Assessment Language In English	: Yes
Assessment Language In Welsh	: No
Assessment Language In Irish	: No
SSA	: 15.2 Administration
Purpose	: B. Prepare for further learning or training and/or develop knowledge and/or skills in a subject area
Sub Purpose	: B2. Develop knowledge and/or skills in a subject area
Total Credits	: 16
Min Credits at/above Level	: 12
Minimum Guided Learning Hours	: 106
Maximum Guided Learning Hours	: 121
Total Qualification Time	: 160
Diploma Guided Learning Hours	: 106
Overall Grading Type	: Pass
Assessment Methods	: Multiple Choice Examination, Portfolio of Evidence
Structure Requirements	: To achieve this qualification, learners must attain at least 16 credits. A minimum of 12 credits must be at Level 3. Learners must attain 9 credits by achieving all of the mandatory units in Group A, plus at least 7 credits from the optional units contained in Groups B1 to B5.
Age Ranges	: 16-18 years and 19+ years
Qualification Objective	: This qualification is for those learners who have some experience working in a contact centre and want to develop their knowledge and understanding, or who are looking to move into a supervisory or junior management position in contact centre operations
Welsh QN	: C00/0528/1

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Rules of Combination (ROC)

Group Name	Mandatory	#Units	Minimum		Maximum	
			Units	Units	Credits	Credits
OAG) Over-arching Group	Yes	0	2	2	16	0
└ A) Group A Mandatory Units	Yes	3	3	3	9	9
B) Group B Optional Units	Yes	0	1	0	7	0
└ B1) Contact Centre Optional Units	No	3	1	0	0	0
└ B2) Technology Optional Units	No	2	1	1	0	0
└ B3) Customer Service Optional Units	No	2	1	1	0	0
└ B4) Sales Optional Units	No	2	1	1	0	0
└ B5) Incident Handling Optional Units	No	2	1	1	0	0

Group A Group A Mandatory Units

URN	Title	Level	GLH	Credit
D/601/7644	Principles of personal responsibilities and how to develop and evaluate own performance at work	3	32	4
F/503/0358	Principles of personal and organisational effectiveness in a contact centre	3	14	2
L/503/0363	Principles and processes of health and safety in a contact centre	3	18	3

Group B1 Contact Centre Optional Units

URN	Title	Level	GLH	Credit
F/503/0411	Principles of legal, regulatory and ethical requirements of a contact centre	2	15	2
K/503/0399	Principles of resource planning in a contact centre	3	35	5
Y/503/0396	Principles of performance management in a contact centre	3	18	3

Group B2 Technology Optional Units

URN	Title	Level	GLH	Credit
T/503/0373	Principles and processes of systems and technology in a contact centre	3	26	4
Y/503/0365	Principles of using systems and technology in a contact centre	2	21	3

Group B3 Customer Service Optional Units

URN	Title	Level	GLH	Credit
F/503/0389	Principles of customer service in a contact centre	3	26	4
L/503/0377	Principles of communication and customer service in a contact centre	2	12	2

Group B4 Sales Optional Units

URN	Title	Level	GLH	Credit
J/503/0393	Principles of sales activities and customer support in a contact centre	3	24	4
M/503/0386	Principles of selling in a contact centre	2	14	2

Group B5 Incident Handling Optional Units

URN	Title	Level	GLH	Credit
J/503/0409	Principles of incident management through a contact centre	3	28	4
M/503/0405	Principles of handling incidents through a contact centre	2	18	3

Qualification Framework : RQF

Title : Principles of personal responsibilities and how to develop and evaluate own performance at work

Unit Level : Level 3

Unit Sub Level : None

Guided Learning Hours : 32

Unit Credit Value : 4

SSAs : 15.2 Administration

Unit Grading Structure : Pass

Assessment Guidance : Please refer to the [Online iCQ Assessment Guidance](#).**Unit: D/601/7644 : Principles of personal responsibilities and how to develop and evaluate own performance at work****Understand the employment rights and responsibilities of the employee and employer and their purpose****Assessment Criterion - The learner can:**

01.01	Identify the main points of contracts of employment and their purpose
01.02	Outline the main points of legislation affecting employers and employees and their purpose, including anti-discrimination and entitlement legislation
01.03	Identify where to find information on employment rights and responsibilities both internally and externally
01.04	Explain the purpose and functions of representative bodies that support employees
01.05	Explain employer and employee responsibilities for equality and diversity in a business environment
01.06	Explain the benefits of making sure equality and diversity procedures are followed in a business environment

Understand the purpose of health, safety and security procedures in a business environment

02.01	Explain employer and employee responsibilities for health, safety and security in a business environment
02.02	Explain the purpose of following health, safety and security procedures in a business environment

Understand how to manage own work

03.01	Explain the reasons for planning and prioritising own work
03.02	Identify ways of planning and prioritising own work
03.03	Explain the purpose of keeping other people informed about progress
03.04	Describe methods of dealing with pressure in a business environment

Understand how to evaluate and improve own performance in a business environment

04.01	Explain the purpose of continuously evaluating and improving own performance in a business environment
04.02	Describe ways of evaluating and improving own performance in a business environment
04.03	Explain the purpose of encouraging and accepting feedback from others
04.04	Explain different types of career pathways and roles available

Understand the types of problems that may occur with own work and how to deal with them

05.01	Describe the types of problems that may occur with own work
05.02	Explain ways of dealing with problems that may occur with own work
05.03	Explain how and when to refer problems to relevant colleagues

Understand the decision making process

06.01	Explain key stages in the decision-making process
06.02	Explain the purpose of not exceeding own limits of authority in making decisions

Qualification Framework	: RQF
Title	: Principles of personal and organisational effectiveness in a contact centre
Unit Level	: Level 3
Unit Sub Level	: None
Guided Learning Hours	: 14
Unit Credit Value	: 2
SSAs	: 15.2 Administration
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: F/503/0358 : Principles of personal and organisational effectiveness in a contact centre

Understand how to use feedback on performance in a contact centre

Assessment Criterion - The learner can:

01.01	Explain the importance of different sources of feedback about performance to the personal development process
01.02	Describe how to analyse feedback from different sources to inform personal development plans
01.03	Explain the role of the performance review process in improving personal effectiveness and performance

Understand how to improve personal and organisational performance in a contact centre

02.01	Describe the importance of taking ownership for developing within the job role
02.02	Explain the techniques for assessing strengths and areas for development against job role requirements and priorities
02.03	Identify how different reasons for personal development affects the type of development resources needed
02.04	Explain the advantages and disadvantages of different formal and informal learning opportunities
02.05	Describe how the use of personal development resources contributes to improved performance and organisational effectiveness
02.06	Explain the requirements of an effective personal development plan
02.07	Explain the importance of reviewing performance and progress against personal and organisational development objectives
02.08	Explain the techniques for measuring improvements in personal and organisational performance

Qualification Framework	: RQF
Title	: Principles and processes of health and safety in a contact centre
Unit Level	: Level 3
Unit Sub Level	: None
Guided Learning Hours	: 18
Unit Credit Value	: 3
SSAs	: 15.2 Administration
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: L/503/0363 : Principles and processes of health and safety in a contact centre

Understand health and safety risk assessment in a contact centre

Assessment Criterion - The learner can:

01.01	Explain the factors to be taken into account when identifying health and safety risks
01.02	Describe processes and standards for scheduled risk audits
01.03	Explain the personal and business consequences of hazards to the contact centre
01.04	Describe the actions to be taken to reduce hazards

Understand compliance monitoring of health and safety requirements in a contact centre

02.01	Describe the components of a health and safety compliance monitoring plan
02.02	Explain who needs to be made aware of the results of compliance monitoring and why
02.03	Explain the consequences of non-compliance with requirements

Understand the principles of health and safety in a contact centre

03.01	Explain how regulations and legislation affect health and safety
03.02	Describe the information and advice needs of different roles on health and safety matters
03.03	Describe the advantages and disadvantages of different methods of communication on health and safety matters
03.04	Explain the importance of health and safety risk assessments within general health and safety audits

Qualification Framework	: RQF
Title	: Principles of legal, regulatory and ethical requirements of a contact centre
Unit Level	: Level 2
Unit Sub Level	: None
Guided Learning Hours	: 15
Unit Credit Value	: 2
SSAs	: 15.2 Administration
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: F/503/0411 : Principles of legal, regulatory and ethical requirements of a contact centre

Understand an organisations procedures for dealing with legal, regulatory and ethical requirements in a contact centre

Assessment Criterion - The learner can:

01.01	Describe an organisations procedures for raising legal, regulatory and ethical concerns
01.02	Explain the scope of legal, regulatory and ethical requirements in a contact centre
01.03	Explain how the legal, regulatory and ethical requirements relate to a contact centre
01.04	Describe internal and external sources of information on legal, regulatory and ethical requirements
01.05	Explain how an ethical approach affects a contact centre
01.06	Explain the importance of contract law in a contact centre
Understand the legal, regulatory and ethical limits of contact centre work	
02.01	Explain the legal, regulatory and ethical requirements relevant to the role
02.02	Describe the potential consequences of not complying with legal, regulatory or ethical requirements
02.03	Explain the importance of working within the limits of the role, responsibilities and authority
02.04	Explain the process for reporting legal, regulatory and ethical concerns
02.05	Explain the importance of clarity of communication with the customer to ensure common understanding of agreements and expectations

Qualification Framework	: RQF
Title	: Principles of resource planning in a contact centre
Unit Level	: Level 3
Unit Sub Level	: None
Guided Learning Hours	: 35
Unit Credit Value	: 5
SSAs	: 15.2 Administration
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: K/503/0399 : Principles of resource planning in a contact centre

Understand demand forecasting for contacts handled by contact centres	
Assessment Criterion - The learner can:	
01.01	Describe the metrics that represent demand for contact centre services
01.02	Explain how to analyse demand data to identify resource needs
01.03	Describe the acceptable tolerances for predicting demand
01.04	Explain the use of confidence limits in demand forecasting
01.05	Explain the reasons for changes in anticipated demand
Understand scheduling and staffing activities in a contact centre	
02.01	Explain the resource planning process
02.02	Explain the options to address resource planning issues
02.03	Explain the importance of briefing colleagues on trends, forecasts, resource availability
02.04	Explain the implications of trends, forecasts and resource availability for meeting organisational objectives
02.05	Explain the importance of taking staff preferences and constraints into account in developing resource plans
02.06	Explain the use of employee data and work records for resource planning purposes
02.07	Explain how to ensure that resource plans will meet business needs and changing requirements
02.08	Explain the importance of involving colleagues in resourcing decisions

Qualification Framework	: RQF
Title	: Principles of performance management in a contact centre
Unit Level	: Level 3
Unit Sub Level	: None
Guided Learning Hours	: 18
Unit Credit Value	: 3
SSAs	: 15.2 Administration
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: Y/503/0396 : Principles of performance management in a contact centre

Understand how to improve the performance of individuals and teams in a contact centre

Assessment Criterion - The learner can:

01.01	Explain how performance is managed to meet objectives
01.02	Describe methods of performance monitoring
01.03	Explain how to give feedback for performance improvement that is motivating
01.04	Explain how to develop practical ways of managing workflows
01.05	Explain how to provide support that is tailored to identified performance needs

Understand performance management in a contact centre

02.01	Explain the purpose and importance of performance management
02.02	Explain the impact of legislation and regulations on contact centre performance
02.03	Explain the need for organisational procedures and guidelines in contact centre operations
02.04	Explain how to identify deviations in performance from expected and historical performance

Qualification Framework	: RQF
Title	: Principles and processes of systems and technology in a contact centre
Unit Level	: Level 3
Unit Sub Level	: None
Guided Learning Hours	: 26
Unit Credit Value	: 4
SSAs	: 15.2 Administration
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: T/503/0373 : Principles and processes of systems and technology in a contact centre

Understand how to design reports in a contact centre

Assessment Criterion - The learner can:

01.01	Explain how to identify metrics to be included in reports
01.02	Explain what needs to be included in reports
01.03	Describe standards and guidelines for the presentation of reports

Understand how to optimise performance in a contact centre through systems and technology

02.01	Explain how coaching/buddying activities improve colleagues use of systems and technology
02.02	Explain the effects of alterations to applications and systems
02.03	Explain how routing rules can be adjusted to meet changing priorities and resources
02.04	Explain how to identify data flow changes and why this is important

Understand the use of contact centre systems and technology

03.01	Describe how systems and technology address changes resulting from legislation and regulation
03.02	Explain parameters for system configuration
03.03	Explain the importance of predictive contact queuing to efficient operations

Qualification Framework	: RQF
Title	: Principles of using systems and technology in a contact centre
Unit Level	: Level 2
Unit Sub Level	: None
Guided Learning Hours	: 21
Unit Credit Value	: 3
SSAs	: 15.2 Administration
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: Y/503/0365 : Principles of using systems and technology in a contact centre

Know how to use features of systems and technology to handle customer contacts in a contact centre

Assessment Criterion - The learner can:

01.01	Describe the purpose of a contact distribution system and how it works
01.02	State procedures for accessing customer information and customer contact handling
01.03	Describe how to adjust individual system settings to facilitate communication with customers
01.04	Describe the functionality of a contact distribution system that facilitates customer service

Understand contact centre systems and technology

02.01	Describe the customer and contact information needed to produce work plans
02.02	Describe the features of systems used to produce customer information and contact handling reports
02.03	Explain the importance of checking reports before distribution
02.04	Explain the benefits of systems and technology to customers and contact centres

Qualification Framework	: RQF
Title	: Principles of customer service in a contact centre
Unit Level	: Level 3
Unit Sub Level	: None
Guided Learning Hours	: 26
Unit Credit Value	: 4
SSAs	: 15.2 Administration
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: F/503/0389 : Principles of customer service in a contact centre

Understand customer service in a contact centre	
Assessment Criterion - The learner can:	
01.01	Describe the purpose of explaining to customers the features and benefits of products and/or services offered or supported
01.02	Explain how organisational and regulatory requirements affect the delivery of customer service
01.03	Describe the importance of having customer service aims, objectives and service offers
01.04	Explain how to design Key Performance Indicators (KPIs)
Understand how to resolve issues in customer service in a contact centre	
02.01	Explain how and why customer service issues are escalated
02.02	Explain how to validate customers identity
02.03	Explain the techniques for establishing a rapport with customers
02.04	Explain how to balance the needs of the organisation with those of customers when resolving customer service issues
02.05	Explain the importance of informing customers of what is happening and the reasons for any constraints or limitations
Understand how to monitor customer service performance and compliance within a contact centre	
03.01	Describe the scope of what needs to be monitored in customer service performance and compliance
03.02	Explain the use of Key Performance Indicators (KPIs) in testing the quality of customer service delivery
03.03	Describe how to validate monitoring data
03.04	Explain how to analyse monitoring data to identify areas for enhancement
03.05	Describe who needs to be informed of monitoring results and why
Understand how to communicate verbally and in written or electronic form with customers referred by others in a contact centre	
04.01	Explain the need for procedures and guidelines for verbal and written communications
04.02	Explain how to adapt the use of language to meet customers needs
04.03	Explain the strengths and weaknesses of verbal and written communications
04.04	Explain how to identify inadequacies in the standard of colleagues communications with customers

Qualification Framework	: RQF
Title	: Principles of communication and customer service in a contact centre
Unit Level	: Level 2
Unit Sub Level	: None
Guided Learning Hours	: 12
Unit Credit Value	: 2
SSAs	: 15.2 Administration
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: L/503/0377 : Principles of communication and customer service in a contact centre

Know the rules of communication and customer service in a contact centre

Assessment Criterion - The learner can:

01.01	Describe procedures for greeting and identifying customers and closing and recording customer contact
01.02	Describe the regulatory requirements for dealing with customers
01.03	Describe what is meant by a service offer
01.04	Describe how the service offer is communicated to customers

Understand how to deliver customer service through a contact centre

02.01	Explain the features and benefits of products and/or services offered or supported by a contact centre
02.02	Explain why it is important to identify and confirm customers needs
02.03	Explain how to make matches to products and/or services from information provided by customers
02.04	Explain the importance of informing customers of what is happening and the reasons for any constraints or limitations
02.05	Explain the techniques for establishing a rapport with customers

Know how to communicate with internal or external customers in written or electronic form in a contact centre

03.01	Describe how to identify when a customer would benefit from written or electronic communication
03.02	Describe the importance of adhering to guidelines for written or electronic communications
03.03	Describe how the language used in written or electronic communication affects customers attitudes
03.04	Describe the importance of proof-reading before sending written or electronic communications

Qualification Framework	: RQF
Title	: Principles of sales activities and customer support in a contact centre
Unit Level	: Level 3
Unit Sub Level	: None
Guided Learning Hours	: 24
Unit Credit Value	: 4
SSAs	: 15.2 Administration
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: J/503/0393 : Principles of sales activities and customer support in a contact centre

Understand the process of selling in a contact centre

Assessment Criterion - The learner can:

01.01	Explain the information needed to prepare for sales activities
01.02	Describe the purpose of explaining to customers the features and benefits of products and/or services offered or supported
01.03	Describe the impact of legislation on selling
01.04	Explain how to offer options to customers by linking wishes and needs to products and/or services
01.05	Explain techniques to adapt sales styles to mirror customers behaviour
01.06	Explain techniques for overcoming customers objections and questions
01.07	Explain techniques for closing the sale
01.08	Explain techniques for up-selling and cross-selling
01.09	Describe procedures for authorisation of payment and recording customers orders

Understand the use of contact centre sales data

02.01	Explain how sales data should be collated to enable data manipulation
02.02	Describe current market and customer trends
02.03	Explain analysis techniques to compare performance against benchmarks
02.04	Explain how the results will be used to inform sales plans

Understand how to lead a sales team in a contact centre

03.01	Explain how to identify sales activities that are capable of fulfilling a sales plan
03.02	Explain how to set stretching but realistic and achievable targets
03.03	Explain how to monitor team performance toward targets
03.04	Explain how to identify opportunities for improving sales performance
03.05	Explain how advice and support for colleagues increases their understanding of sales-related requirements
03.06	Explain the importance of setting a good example and encouraging colleagues

Understand customer complaints and non-compliance issues in a contact centre

04.01	Describe the stages for dealing with customer complaints
04.02	Explain what constitutes non-compliance with legal and regulatory requirements
04.03	Explain the implications of non-compliance with legal and regulatory requirements
04.04	Explain the importance of complying with breaches of service offers and the impact of non-compliance
04.05	Explain the impact of non-compliance with a service offer

Qualification Framework	: RQF
Title	: Principles of selling in a contact centre
Unit Level	: Level 2
Unit Sub Level	: None
Guided Learning Hours	: 14
Unit Credit Value	: 2
SSAs	: 15.2 Administration
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: M/503/0386 : Principles of selling in a contact centre

Know the process of selling in a contact centre

Assessment Criterion - The learner can:

01.01	Describe procedures for greeting and identifying customers, authorising payment and closing and recording customer contacts
01.02	Describe the regulatory requirements for selling to customers
01.03	Describe what is meant by a service offer
01.04	Describe how the service offer is communicated to customers

Understand the use of information for sales activities in a contact centre

02.01	Describe the information needed about products and/or services needed to support sales activities
02.02	Explain how to obtain sufficient information from customers to enable a sale
02.03	Explain the link between product and/or service and customer information and sales opportunities
02.04	Explain how to find new customers for products and/or services

Understand how to make sales through a contact centre

03.01	Describe the purpose of explaining to customers the features and benefits of products and/or services offered or supported
03.02	Explain why it is important to identify and confirm customers needs
03.03	Explain how to make matches to products and/or services from information provided by customers
03.04	Explain the importance of informing customers of what is happening and the reasons for any constraints or limitations
03.05	Explain the techniques for establishing a rapport with customers
03.06	Explain how to up-sell and cross-sell

Qualification Framework	: RQF
Title	: Principles of incident management through a contact centre
Unit Level	: Level 3
Unit Sub Level	: None
Guided Learning Hours	: 28
Unit Credit Value	: 4
SSAs	: 15.2 Administration
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: J/503/0409 : Principles of incident management through a contact centre

Understand incident management through a contact centre

Assessment Criterion - The learner can:

01.01	Describe the procedures and guidelines for incident handling, monitoring and management of complaints
01.02	Explain the strengths and weaknesses of methods of assessing the validity and priority of potential incidents
01.03	Explain the strengths and weaknesses of methods of monitoring the actions of those deployed to deal with incidents
01.04	Explain the importance of confirming the availability of suitable resources to deal with incidents
01.05	Explain the roles and responsibilities of staff deployed to deal with incidents
01.06	Explain the use of decision trees in incident management
01.07	Explain the importance of unambiguous communication in incident management
Understand the use of incident management data	
02.01	Explain how to analyse incident management data to identify actions that will improve team performance
02.02	Explain the importance of reviewing incident management data

Qualification Framework	: RQF
Title	: Principles of handling incidents through a contact centre
Unit Level	: Level 2
Unit Sub Level	: None
Guided Learning Hours	: 18
Unit Credit Value	: 3
SSAs	: 15.2 Administration
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: M/503/0405 : Principles of handling incidents through a contact centre

Know the standards and procedures for dealing with incidents through a contact centre

Assessment Criterion - The learner can:

01.01	Describe the standards and procedures for handling incidents
01.02	Describe techniques for controlling conversations with contacts
01.03	Describe how to prioritise reported incidents
01.04	Describe the information needs of those taking action over incidents
01.05	Describe why and to whom to escalate incident responses
Understand how to use contact centre communications systems to deploy incident management resources	
02.01	Explain how to choose the most efficient means to communicate with those dealing with the incident
02.02	Explain the agreed conventions of wording, codes, style and approach for different media options
Understand how to deal with incidents reported to a contact centre	
03.01	Describe the impact of regulation or legislation on incident management
03.02	Explain the use of decision trees
03.03	Explain the basis on which incidents should be escalated
03.04	Describe the limitations of the instructions and advice that can be passed on to someone reporting an incident
03.05	Describe the type and extent of resources available to deal with incidents

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Barred Units

Barred Unit		Unit
Description	Source Unit	Target Units
Principles of using systems and technology in a contact centre (Y/503/0365)	Principles and processes of systems and technology in a contact centre (T/503/0373)	
Principles of communication and customer service in a contact centre (L/503/0377)	Principles of customer service in a contact centre (F/503/0389)	
Principles of selling in a contact centre (M/503/0386)	Principles of sales activities and customer support in a contact centre (J/503/0393)	
Principles of handling incidents through a contact centre (M/503/0405)	Principles of incident management through a contact centre (J/503/0409)	