

# CONTACT CENTRE ANNUAL INDUSTRY STATEMENT 2011



This statement provides a summary of ETITO's key activities for the contact centre sector in 2011. ETITO's activities are reviewed annually to ensure that we continue to be responsive to sector needs, foster high levels of training achievement, and provide the support services needed by contact centre employers to achieve success. Our activities may need to be adapted during the year to take into account emerging priorities and the operational environment.

## **Developing skill levels and qualifications**

ETITO will complete the review of the National Certificate in Contact Centre Operations [Level 3] and the National Diploma in Contact Centre Management [Level 5].

## **Delivering industry training to support achievement**

ETITO will revise the training packages for the reviewed National Certificate in Contact Centre Operations [Level 3] and the National Diploma in Contact Centre Management [Level 5].

We will continue to provide high quality assessment materials to support workplace assessment.

ETITO will also continue to provide the support and expertise of training services staff to assist employers and trainees with credit achievement and qualification completion. We will also continue to invest alongside firms in the professional development of workplace assessors.

ETITO will continue to promote the National Certificate in Business Administration and Computing and National Certificate in First Line Management qualifications within contact centres.

ETITO will continue to moderate assessment to ensure national consistency. This includes the conduct of moderation and assessment forums to share knowledge, peer moderation events and the conduct of workplace assessment evaluations.

## **Providing leadership on skills and training needs**

ETITO will invest in research that identifies strategic training priorities for the contact centre sector.

ETITO will continue to lead the Contact Centre Advisory Group and comprehensively consult with the industry in relation to standards and qualification review.

ETITO will maintain regular communication with employers and providers to share knowledge and engage in discussions that collect intelligence, shape activities and inform stakeholders, and build the capability of workplace assessors. This will involve forums and workshops, producing newsletters, hosting consultation sessions and collecting feedback from employer associations, training workplaces and training providers.

ETITO will attend industry events, in particular supporting cluster group initiatives, industry awards, and the Mayoral Taskforce for Jobs industry graduations which celebrate trainee success.