

## CONTACT CENTRE SUPERSTARS!

The Mitsubishi Motors contact centre in Manukau celebrated a major milestone recently when Customer Service Representative, Ruth Maclou became the latest in a long line of her colleagues to complete the National Certificate in Contact Centre Operations [Level 3]. Thanks to the outstanding achievements of both Ruth and those before her, Mitsubishi can now boast the Level 3 qualification as the minimum standard for training throughout the entire contact centre!

In the three years that Darrin Croft has been Contact Centre Manager at Mitsubishi, national qualifications training has gone from strength to strength. All new recruits are encouraged to train toward a national qualification and it's a policy that Darrin says has had plentiful benefits for both the company and the employee.

"The trainee achieves a nationally recognised qualification which they will have forever, and we get a consistent approach across our business. I've seen huge personal growth amongst our team members and our rate of attrition is virtually nil because there's a clear career pathway." Darrin also credits national qualifications training with challenging his team to take ownership and giving them the confidence to think critically and problem solve independently. Consequently, they're more competent at their jobs and absenteeism has dropped off significantly.



Having completed the Level 3 qualification himself, Darrin knows it to be an excellent benchmark and the best approach for Mitsubishi. "We're a small team, and not a standard contact centre. These qualifications work for us because they're malleable enough to match our environment even though they aren't specifically designed for it."

Despite this, Darrin has also found the Level 3 qualification to be ideal for induction training. Using the essential unit standards as a guide, before too long, a new recruit [who may have no previous contact centre experience] is already part way to having a national qualification.

As a workplace that places high value on national qualifications training, the fun doesn't stop with Level 3. Team members are encouraged to continue on the contact centre career pathway where possible and Darrin already has several rearing to go on the new National Certificate in Contact Centres – Senior Customer Service Representative [Level 3]. No doubt they will continue to prove the Mitsubishi team are contact centre superstars!

If you'd like to find out more about national qualifications training in your workplace, visit [www.etito.co.nz](http://www.etito.co.nz) or contact an [ETITO client relationship manager](#).