

ANNUAL INDUSTRY STATEMENT CONTACT CENTRE



This important document takes into account ETITO's statutory obligations and emerging industry priorities and details a broad summary of key activities involved in ETITO's delivery of industry training services to the contact centre industry in 2010.

The annual industry statement will be refined and reviewed on an annual basis to ensure ETITO continues to respond to changing industry needs while fostering high levels of training achievement and providing training support services.

Changes to the activity summarised below may be made as a result of affordability and/or emerging industry priorities.

DEVELOPING SKILL STANDARDS AND QUALIFICATIONS

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

ETITO will maintain a relationship with the Contact Centre Advisory Group and consult with industry by employing technology-driven and time saving consultation methods, in recognition of the time-conscious nature of the industry. However, wherever possible, ETITO will also aim to satisfy industry's preference for face-to-face consultation around qualification development.

MANAGING ARRANGEMENTS FOR THE DELIVERY OF INDUSTRY TRAINING

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] and will continue to coordinate assessment materials to monitor quality and ensure they remain current.

ETITO will continue to provide client relationship management and learning and assessment consultancy services that focus on credit achievement and qualification completion and will look to continually improve the professional development opportunities and support for assessors.

ETITO will invest in the development of benchmarking and return on investment information to use in the marketing of national qualifications training.

ETITO will support the development of a network of Level 5 trainees to encourage engagement in the Level 5 qualification.

ETITO will promote the National Certificates in Business Administration and Computing qualifications and the new contact centre senior customer service representative strand within contact centres.

ETITO will continue to moderate assessment to ensure national consistency of the assessment process and assessment outcomes.

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PROVIDING LEADERSHIP ON SKILLS AND TRAINING NEEDS

ETITO will regularly communicate with employers and providers to share knowledge, gain industry intelligence and build the capability of workplace assessors. This will involve hosting forums and workshops, producing newsletters, monitoring online comments, hosting consultation sessions and collecting feedback from employer associations, training workplaces and training providers.

ETITO will maintain a presence at industry events, in particular supporting cluster group initiatives, industry awards and the Mayors Taskforce for Jobs industry graduations.