

Learning Assessment Guide

Unit Standard 19443 – Version 3

Demonstrate knowledge of emerging and recent technology developments relevant to contact centres

Level 5 – 6 Credits

Assessment Summary			
Learner to complete			
Learner's name:			
Employer:			
NSN no. (ROL):		DOB:	
Signed:		Date:	
Assessor to complete			
<input type="checkbox"/> Meets requirements <input type="checkbox"/> More training required <input type="checkbox"/> More evidence required			
Assessor's name:		Assessor's No.	
Signed:		Date:	

Before you begin...

- As well as this Learning Assessment Guide, you may also want to refer to the unit standard from the NZQA website (<http://www.nzqa.govt.nz>).
- Read the Trainee Information Kit. The kit contains important information and guidelines for Learners and can be found on the Learning State website (<http://www.learningstate.govt.nz>) under Learners, then Learning Assessment Guides.
- Check the learning resources available for this unit standard on the Learning State website (<http://www.learningstate.govt.nz>) under Learners, then Learning Assessment Guides.

The tasks in this assessment are designed to show your assessor that you can:

- Summarise emerging and recent technology developments and their impact on the contact centre industry.
- Prepare a business case for improvements to own contact centre through the use of either an emerging or a recent technology development.

The Learning Assessment Guide is made up of:

- 1 Task(s) for you to complete.
- 2 Manager or Team Leader Verification form.
- 3 Assessor Verification Form.
- 4 Assessment Guide that the assessor will use to assess your competence.

Special notes relating to this unit standard:

- 1 Definitions
Emerging technology – technology that is newly available but not yet widely used or that is still in the development stage.
Recent technology – new technology that is widely available and used that was developed in the last few years.
- 2 Reference
Tania Tremewan, *Write, Edit, Print* (Canberra: AGPS Press, 1997).

Assessment Task One – Element 1

Introduction

The purpose of this task is to assess your ability to summarise emerging and recent technology developments and their impact on the contact centre industry.

Range: two recent and two emerging developments.

Instructions

Research two emerging and two recent technological developments in the contact centre industry and summarise their impact.

Examples of technologies you may consider include but are not limited to:

- Speech Analytics
- Web 2
- Web chat
- Integrated messaging
- SMS
- Scheduling software
- VOIP
- SAAS
- Virtual Contact Centres
- Web Collaboration
- Text Chat
- Audio Speech recognition
- Instant Messaging
- Multimedia

Your summary should be in document form, and include the following:

1. The features of each development.
2. The advantages and disadvantages of the features of each development.
3. The cost implications (this includes the cost of installing the technology and training staff, and the cost benefit of the technology). This can be in general terms.
4. A list of sources of information that you used in your research. Your assessor will complete the attached Assessor Verification to confirm that your sources are valid.

Consider the following when researching and documenting your answer.

Recent and two emerging technologies must be given with at least 3 **features** of each. Possible **benefits, advantages, disadvantages and cost implications**, relating to the new and emerging technologies and their **features** must be relative and realistic.

Features

Features are the set, objective facts or characteristics that distinguish a product or service

Benefits

A benefit is the payoff of the advantage, the value it provides.

Advantages

Advantages *differentiate*; they point out what a feature does that makes it more desirable or better suited than an alternative.

Disadvantages

Disadvantages point out what makes a feature less effective or desirable.

Cost implications

Cost saving or other.

Examples of format could include a table or bulleted lists stating features, advantages, disadvantages and cost implication. Sources of information can be in a separate section if this will be clearer.

Assessment Task Two – Element 2

Introduction

Prepare a business case for improvements to your own contact centre through the use of either an emerging or a recent technology development

Instructions

Prepare a business case as above. The business case must include present shortcomings of technology and how the use of an emerging or recent technological development will improve the situation.

Your document/presentation must compare at least three options and identify the most suitable. Costs and benefits must be measurable.

You must present this in a format that is acceptable to your senior management. If your organisation has a standard format, use it, ensuring it includes the above requirements. If it does not, you may use any current format. Suggested headings follow.

1. Introduction/Executive Summary
2. Background
3. Context
4. SWOT Analysis of all three options
5. Cost Analysis
6. Benefits
7. Preferred Option
8. Risks
9. Conclusion/Recommendations

Assessment Guide

This is the assessment guide your assessor will use to assess your competence in unit standard 19443

Element	Task	Evidence required	Judgement
<i>Element 1</i>	Summarise emerging and recent technology developments and their impact on the contact centre industry.	List the two emerging and two recent developments you have chosen and their <ul style="list-style-type: none"> • Features • Benefits • Advantages • Disadvantages • Cost implications 	The learner must assess the features, benefits, advantages, disadvantages and cost implications of the developments chosen. Chosen emerging and new technologies must clearly outline specific features relative to that technology and the benefits advantages disadvantages and cost implications must be relative to the stated features in the Contact Centre Industry.
	State the sources of the information you have quoted.	Sources of information. Assessor Verification Form.	Sources of information are relevant and factual. Assessor Verification form.
<i>Element 2</i>	Prepare a business case for improvements to your own contact centre through the use of either an emerging or a recent technology development	A business case that presents the shortcomings of the existing technology and how an emerging or recent technology could improve efficiency. The business case includes a comparison of the three options and identifies the option preferred. The business case is in a format suitable for senior management.	The Business case clearly documents the present shortcomings or the situation that has prompted the need for change and how the situation will be improved through the use of one emerging or recent technology development. Full analysis of the impacts of three options with the preferred option identified. The benefits, costs and return on investment must be expressed in measurable terms. Must be signed off by immediate manager or higher and meet the organisational expectations.

Manager Verification Form

Name of Learner:		
Name of Verifier:		Phone:
Relationship to Learner:		

_____ is currently being assessed towards Unit Standard 19443 Demonstrate knowledge of emerging and recent technology developments relevant to contact centres

The learner must prepare a business case which incorporates all of the following:

1. Shortcomings of technology and how they may be improved through the use of an emerging or a recent technology development.
2. A comparison or SWOT analysis of at least three options with the preferred option identified. Costs and benefits must be expressed in measurable terms.
3. The business case must be in a format acceptable to senior management.

Your signature below confirms that the evidence provided for the purpose of this assessment is the learner's own work, and that it is within the requirements of your organisation.

Comments

The assessor may contact you to discuss the learner's performance.

Signed: _____

Date: _____

Thank you for your assistance.

Assessor Verification Form

Name of Learner:		DOB:	
Name of Assessor:			

_____ is currently being assessed toward Unit Standard 19443. Demonstrate knowledge of emerging and recent technology developments relevant to contact centres

The learner must:

- *State the sources of the information used to identify the features of each development including their advantages, disadvantages and cost implications.*

Your signature below confirms that you have verified the sources of information used, and that they are reliable and factual.

Comments

You may wish to further discuss the sources of information and the learner's understanding of the results.

Signed: _____

Date: _____