Key Purpose

The main purpose of contact centre operations is to provide customers with efficient and effective technical support, customer service and sales assistance. The contact centre is a central point from which all customer contacts are managed. Through contact centres, valuable information details are routed to appropriate members of staff, contacts to be tracked and the type of data to be collected. It is generally a part of company's customer relationship management infrastructure.

Key Competency Areas

These standards cover the range of functions carried out by professionals working in contact centre operations. They include a variety of competence areas such as managing information and resources, providing customer services and support, running sales activities and utilising relevant systems and technologies. Contact centre operations also rely on personal effectiveness, resource planning and performance management. There are four key areas within the Contact Centre NOS Functional Map, as follows.

A. Systems and Technology

B. Customer Service and Sales Activities

C. Performance Management

D. Information and Resource Management

These Competency Areas are expanded by Key Functions defined by NOS:

Key Competency Areas	Key Functions defined by NOS
A. Systems and Technology	INSCC001 - Use contact centre systems and technologies to handle customer contacts INSCC002 – Develop and manage strategies for use of contact centre systems and technologies
B. Customer Service and Sales Activities	INSCC003 – Deliver customer service in a contact centre INSCC004 - Manage customer service in a contact centre INSCC005 – Carry out sales activities in a contact centre INSCC006 - Manage direct sales operations in a contact centre INSCC007 – Manage customer communication over complex matters
C. Performance Management	INSCC008 - Manage team and individual performance in contact centre
D. Information and Resource Management	INSCC009- Provide information and support about services and products in a contact centre INSCC010 - Manage resource planning and improve resource allocation in a contact centre INSCC011 - Manage incidents and emergencies in a contact centre