



REGISTERED NATIONAL QUALIFICATION

Title:	National Certificate in Customer Service Level 3				
Version :	1	Qualification type:	Certificate	TQF level:	3
Credits :	50	TQF Registration code:	QR-03-NQ-018-01-0903-18-01		
Approval date:	27 Dec 2018		Next review:	27 Dec 2023	
Qualification developer:	Ministry of Tourism, Tonga				
Purpose:	<p>This qualification, National Certificate in Customer Service Level 3, is for guest relations officers, customer service representatives, receptionists, customer service managers, and other relevant staff who work in the customer service environment to enhance customer satisfaction and experience.</p> <p>Customer service, one of the key areas with significant skills gap identified in a recent case study¹ in Tonga. The success or failure of our tourism and hospitality businesses and destinations depends on service. The realisation of “a more progressive Tonga supporting a higher quality of life for all”², also begins with enhanced customer satisfaction through effective customer service in all Tongan businesses, offices, departments and ministries.</p> <p>The holder of this qualification, under general supervision, will be able to demonstrate not only a certain degree of autonomy in customer service that is grounded on the Tongan culture, but also a thorough understanding of the Tonga tourism and hospitality industry, computerised reservation system, as well as workplace health and safety, to enhance customer experiences and support business sustainability.</p>				

¹ Addison, A., & Taumoepeau, S. (2016). Who needs training? A Tongan tourism case study. Paper present at the Vaka Pasifiki Education Conference: Education for What? Revisited. Honiara, Solomon Islands: Solomon Island National University.

² Ministry of Finance. (2015). 2nd Tonga Strategic Development Framework 2015 – 2025

Rationale	<p>Efficient customer services is one of the keys to supporting sustainability of businesses and enhance visitor experience in the growing Tongan tourism industry and economy⁵. Research⁶ has shown that high quality customer service can increase tourist satisfaction and positive behavioural intentions in the tourism and hospitality industry. However, the lack of an up-to-date training programme that is dedicated to improving customer service, in Tonga in general and the Tonga service sector, tourism and hospitality, in particular, is a constant threat to long-term progress in these key areas of the economy.</p> <p>Thus, this national qualification is a response not only to the identified skills gap but also to recent changes in the Tonga tourism and hospitality industry that demand front-line workers to be sufficiently skilled with relevant technologies such as computerised reservation systems and be well acquainted with the Tongan culture and customs, especially protocol, etiquette, and language.</p>															
Outcomes Statement	<p>Graduates of this qualification will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate essential communication skills; 2. Demonstrate multicultural awareness (with emphasis on Tongan culture) and Tonga tourism product knowledge; 3. Provide support in OHS situations when required; 4. Utilize tourism data to improve sales and services; and 5. Apply and practice a computerised reservation system. 															
Qualification Components	<p>This qualification consists of the following units of competency:</p> <table border="1" data-bbox="411 1339 1388 1758"> <thead> <tr> <th>Unit Code</th> <th>Unit Title</th> <th>Credit value</th> </tr> </thead> <tbody> <tr> <td>CS301 (= NS001-03)</td> <td>Interpersonal communication skills (Tongan and English)</td> <td>15</td> </tr> <tr> <td>CS302 (= NS002-03)</td> <td>Tonga as a tourist destination</td> <td>10</td> </tr> <tr> <td>CS303 (= NS003-03)</td> <td>Visitor statistics in tourism and hospitality</td> <td>10</td> </tr> <tr> <td>CS304 (= NS004-03)</td> <td>Electronic reservations</td> <td>15</td> </tr> </tbody> </table>	Unit Code	Unit Title	Credit value	CS301 (= NS001-03)	Interpersonal communication skills (Tongan and English)	15	CS302 (= NS002-03)	Tonga as a tourist destination	10	CS303 (= NS003-03)	Visitor statistics in tourism and hospitality	10	CS304 (= NS004-03)	Electronic reservations	15
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⁶ Lewis and Mitchell. (1990). Defining and measuring the quality of customer service, *Marketing intelligence and planning*, 8(6), 11-17.

Entry Requirements	<p>All of the criteria below:</p> <ol style="list-style-type: none"> 1. Pass Form 5 or Tonga School Certificate (TSC) or equivalent or at least 3 years relevant work experience in travel, tourism or hospitality; 2. A Pass of Grade 5 or better in TSC Tongan Studies, or relevant cultural knowledge or experience that clearly demonstrate adequate cultural competence (of Tongan society) as approved by the relevant authority (such as Course coordinator, Registrar, or Head of School); 3. A Pass of Grade 5 or better in TSC English or Minimum English level equivalent of IELTS 4.5; and 4. Must be age 16 or older.
Learning Assumed to be in Place	<p>For candidates to successfully complete this qualification, it is assumed that they had acquired the following knowledge/ skills at relevant levels of the TQF prior to enrolling in the course of study:</p> <ul style="list-style-type: none"> • Mathematical literacy at TQF Level 1 • Communication literacy at Level 1 • ICT literacy at Level 1 (including computer, internet, mobile technology, and instructional media); • Tonga cultural awareness Level 1 (including Tongan language, protocol, etc.)
International Comparability	<p>New Zealand Certificate in Retail (Level 3) Credits 60</p> <p>Graduates of this qualification will be able to:</p> <ul style="list-style-type: none"> • Apply health, safety and security practices to ensure own safety and minimise potential hazards for customers and co-workers in a retail environment • Follow standard operating procedures to deal with familiar problems in a retail environment • Use communication skills and techniques and organisational practices to influence customers and meet business needs in a retail environment • Apply knowledge of products and inventory to retail interactions <p>New Zealand Level 3 and 4 customer service certificates have credit values of 60 and above.</p>
Recognition of Prior Learning	<ol style="list-style-type: none"> 1. This qualification may be achieved in part or in whole through <i>Recognition of Prior Learning (RPL)</i>, and in accordance with relevant national and institutional policies and processes. Evidence of skills and knowledge acquired must be shown before recognition can be given. 2. Students are not required to do CS302 (= NS002-03) if they had passed TG302 (=NS002-03): <i>Tonga as a tourist destination in the National Certificate in Tour Guiding Level 3.</i>

Learning Pathways	<p><u>Pathways into:</u></p> <ol style="list-style-type: none"> 1. A Pass in Tourism at the Tonga National Form Seven Certificate; and 2. Existing travel, tourism or hospitality businesses with relevant work experience. <p><u>Pathways out:</u></p> <ol style="list-style-type: none"> 1. Existing Diploma programmes: Level 5 - Tourism Management - Tonga Institute of Higher Education; 2. Overseas (New Zealand): Level 5 - Tourism Management - Auckland Institute of Studies; and 3. Employment - travel, tourism or hospitality - in Tonga and abroad.
Support for Qualification	<p>The standards in this qualification have been informally endorsed by the Tonga Ministry of Tourism and key stakeholders as the Level 3 industry standards for customer service.</p>
Accreditation Requirements	<p>Important accreditation requirements include:</p> <ol style="list-style-type: none"> 1. Teaching staff must have must have at least a Level 4 certificate in customer service (or a related field) plus relevant industry experience; and 2. Physical resources (satisfied with standard of computers and other class room resources). 3. General course outline is provided to students with details of Purpose, Learning outcomes, Qualification components, Credit values, Entry requirements, Learning assumed to be in place, and Name(s) of teaching team; 4. Unit outlines are provided to students with details of Learning outcomes, assessment (including model answers and marking rubrics), moderation plan, recommended readings for students, and Names and contact details of teaching staff.