higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 3

(10041033)

21 November 2024 (X-paper)
09:00–12:00

This question paper consists of 8 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
CONTACT CENTRE OPERATIONS
NQF LEVEL 3
TIME: 3 HOURS
MARKS: 100

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
2. Read all the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Start each section on a new page.
5. Use only a black or blue pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.5) in the ANSWER BOOK.

1.1.1 A contact centre can be viewed as the engine behind an organisation's … driving customer care.

A service culture
B customs and tradition
C predictive dialler system
D standards

1.1.2 … provide agents with the exact details of what to say to the customer when placing a call.

A Instructions on inbound calls
B Practice in outbound calls
C Scripts
D Memo from a team leader

1.1.3 Each emergency contact centre has its own …

A specific follow-up procedures.
B speed and resolution process.
C reporting and documenting system.
D customer requirements.

1.1.4 … is one of the requirements of all relevant service levels.

A Unrealistic service
B Abandon rates
C First contact resolution
D Quality

1.1.5 Promoting agents in a company by training them faster and more efficiently is called …

A career path.
B fast tracking.
C channels.
D teambuilding.

(5 × 1) (5)

1.2 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

1.2.1 Updating customer details is one of the reasons for using contact centre outbound calls.

1.2.2 When placing calls to customers, contact centre agents often need to input information relating to the outbound calls.

1.2.3 Revenue is the amount of money that a company makes from the business that it conducts.

1.2.4 Prospecting is a way of offering assistance.

1.2.5 Emergency contact centre agents usually start the emergency procedure by calling a person in need of help.

1.2.6 A caller's life depends on quick and accurate use of the system.

1.2.7 Efficiency is how well or how poorly something is done.

1.2.8 A service level agreement is an official way of doing things.

1.2.9 A problem exists when there is a gap between what it is and what it should be.

1.2.10 Analysing the causes is one of the steps in problem solving.

(10 × 1) (10)
[15]

TOTAL SECTION A: 15

SECTION B

QUESTION 2

2.1 Read the scenario below and answer the questions that follow.

> You start a career at SKY FLY Contact Centre, which has a very good customer service strategy. Having a customer service strategy is important for any business, and as they are in the service sector, there's a good chance you'll be speaking to customers, booking departures, giving information about connection flights, handling queries about lost luggage and changes in flight schedules and handling customer-related issues on a daily basis.
>
> To prepare for these circumstances, many contact centres create and use customer service scripts to help guide employees through various customer encounters and solutions.
>
> When placing an outbound call to customers, it is important that the contact centre agents respond in a professional manner to customer queries received.
>
> SKY FLY Contact Centre is very strict on their service levels. They monitor the agents constantly to ensure that they adhere to the service levels.

2.1.1 Differentiate between *outbound calls* and *telesales*. (2 × 2) (4)

2.1.2 Explain how any FOUR service levels are implemented at SKY FLY to measure agents on their performance. (4 × 3) (12)

2.1.3 Name FIVE practical ways of building a rapport. (5)

2.2

> As a telesales representative, you reach potential and existing customers directly by phone to encourage them to buy your company's offers. There are two types of telesales: inbound and outbound. Inbound agents receive calls from prospective and existing customers, while outbound representatives call leads to generate sales.

2.2.1 Identify THREE ways in which contact centres can measure their outbound calls and telesales success. (3 × 2) (6)

2.2.2 Compare an *assertive telesales agent* to a *pushy telesales agent*. (2 × 2) (4)

2.3

> If the customer had a positive experience, following up allows you to thank them for their business and let them know you appreciate their feedback. If the customer had a negative experience, following up allows you to apologise and make things right. Either way, following up helps to improve a customer's experience.

Briefly discuss THREE procedures for follow up with customers that are conducted consistently and timeously in line with company requirements. (3 × 2) (6)

[37]

QUESTION 3

Study the picture below and answer the questions that follow.



An accident on campus has resulted in multiple student and employee injuries and fatalities.

FIGURE 1

3.1 Define the following terms:

3.1.1 Victim

3.1.2 Accessed

3.1.3 Centralised

(3 × 2) (6)

3.2 Emergency calls often involve life and death situations. As a contact centre agent, you must learn how to respond to such emergency calls appropriately.

Referring to the picture above, name THREE rules for responding to such calls.

(3 × 2) (6)

3.3 Dealing with emergencies calls, contact centres require their agents to respond in the manner they are trained.

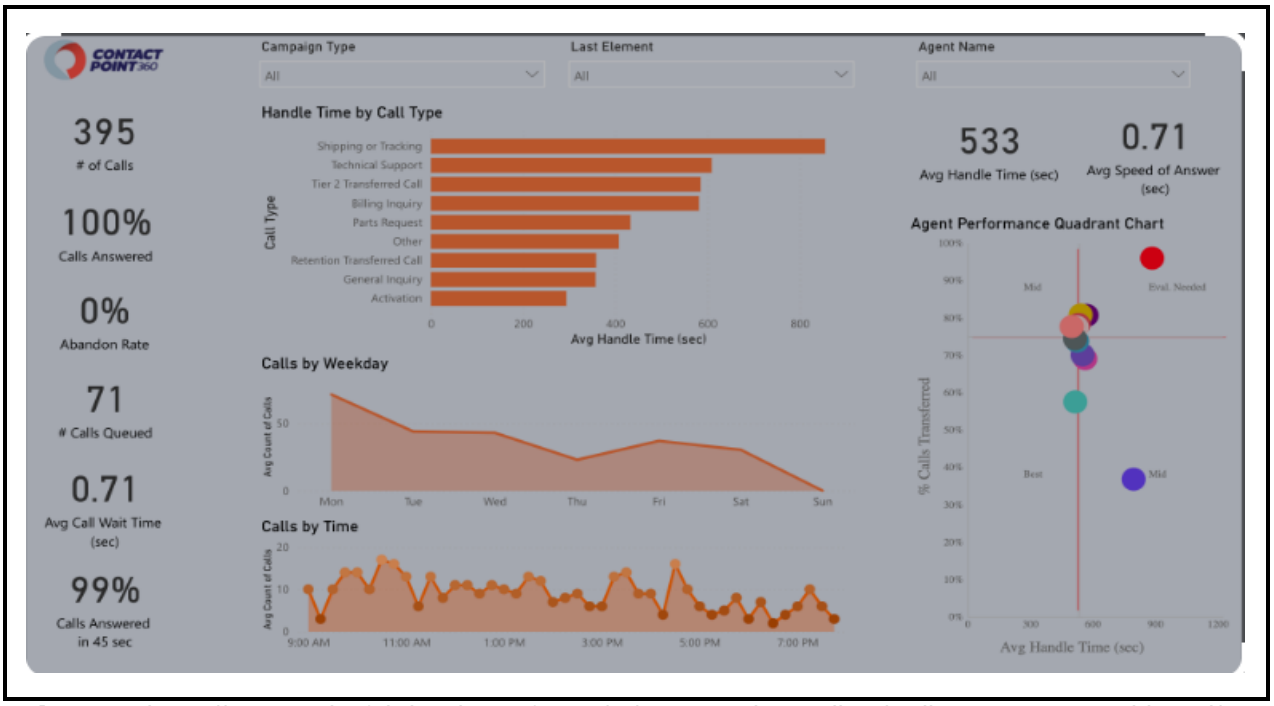
Name FOUR important questions that are normally ask during an emergency.

(4 × 1) (4)

3.4 Identify SIX procedures that need to be followed by the contact centre agent when dealing with a caller who is not coping with an injury. (6 × 1) (6)

[22]

QUESTION 4



[Source: *https://community.fabric.microsoft.com/t5/Data-Stories-Gallery/Call-Center-KPI-Dashboard/m-p/1615291*]

FIGURE 2

4.1 Answer the following questions based on FIGURE 2 above.

4.1.1 What do you understand by the term *service levels* in a contact centre? (2)

4.1.2 What is the average call wait time in FIGURE 2? (1)

4.1.3 FIGURE 2 indicates a 0% abandon rate.

Indicate why customers usually abandon calls while calling a contact centre for help. (2)

4.2 List FIVE requirements of service levels in a contact centre. (5 × 1) (5)

[10]

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QUESTION 5

5.1 The first step in effective problem solving is that the contact centre agent must know exactly what the problem is. Once the customer has stated the problem, it can be helpful for the agent to re-state the problem for clarification and validation by the customer.

Name and explain FOUR important problem-solving competencies of contact centre agents.b (4 × 2) (8)

5.2 Identify FOUR tips that will help improve action planning when solving problems. (4)

5.3 Compare *oral advice* to *written advice*. (4)
[16]

TOTAL SECTION B: 85
GRAND TOTAL: 100

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