higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 4

(10041034)

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

This question paper consists of 6 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
CONTACT CENTRE OPERATIONS
NQF LEVEL 4
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. Use only a black or blue pen.
5. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1.1–1.1.5) in the ANSWER BOOK.

1.1.1 TikTok can be used to advertise and promote products.

1.1.2 The fourth industrial revolution technology is one of the forms of contact centre principles.

1.1.3 A performance review document is made up of Key Performance Areas (KPA's).

1.1.4 With the changing technology, WhatsApp can also be used to write a report in the contact centre.

1.1.5 Multi-sales are when an agent sells an assurance policy to twenty members of the same organisation.

(5 × 1) (5)

1.2 Complete the following sentences by writing only the missing words next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

1.2.1 …is most important for a successful salesman.

1.2.2 Contact centre agents should act in a … manner when dealing with customers, as they are delivering a service.

1.2.3 The word … means to make a vow or promise.

1.2.4 … allows one to see how well the agents are performing and where aspects can be improved to ensure better performance from the staff.

1.2.5 A/An … sale is a sale that has not been completed.

(5 × 2) (10)

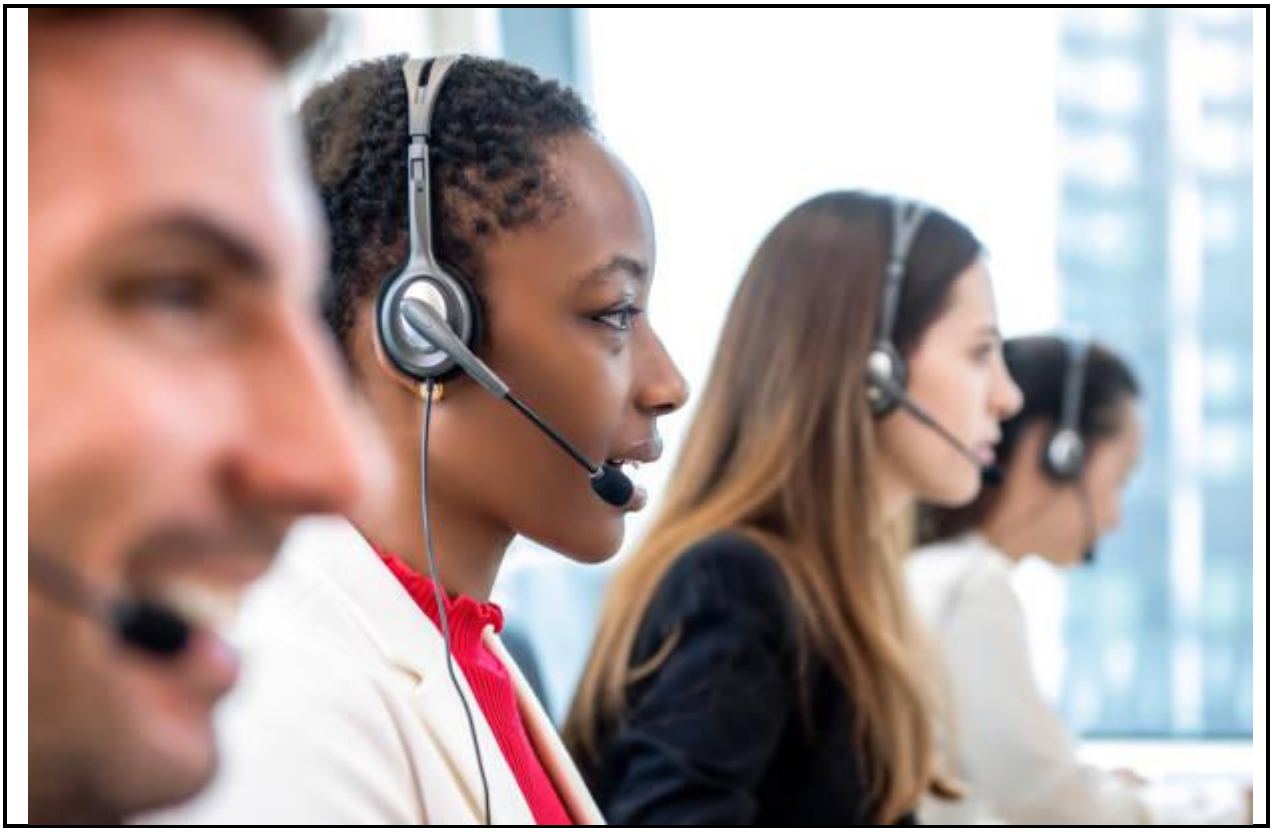
[15]

TOTAL SECTION A: 15

SECTION B

QUESTION 2

Study at the picture below and answer the questions that follow.



[Source: *www.google/images.co.za*]

2.1 The agents in the picture need support within the workplace.

Draw a diagram illustrating the different levels of support in an ascending order. (6 × 2) (12)

2.2 Give TWO examples of stakeholders of the contact centre in the picture. (2)

2.3 How does having a partnership help solve a customer's complaint? (4 × 1) (4)

2.4 Define the term, c*ustomer survey.* (2)

[20]

QUESTION 3

Read the scenario below and answer the questions that follow.

The rise of contact centres has shown a significant increase over the years and companies prefer contact centres to call centres. The difference is that contact centres not only use telephones, but also use email, all online applications and social media platforms. Research has shown that through the establishment of contact centres the unemployment rate has also decreased. More youths are employed in contact centres and they also contribute to the economy of the country. All thanks to the Fourth Industrial Revolution.

3.1 Name TWO methods that were used to gather the above information. (2)

3.2 Find the median of in the following numbers: 11, 15, 17, 16, 14, 21, 10. (3)

3.3 All research is conducted to find out specific information. Discuss THREE trends specific to the contact centre industry that research will discover.
(3 × 2) (6)

3.4 Name THREE aspects of *market segmentation* (3)

3.5 Mention the FOUR base recommendations on a valid analysis. (4)

3.6 Briefly explain the process of comparative analysis. (2)
[20]

QUESTION 4

Study the information below and answer the questions that follow.

TECHNO contact centre deals with computer components. They are an international company, but their head office is in Midrand. They fix and sell computers at affordable prices. The starting price for a computer is R3 500. They believe that they are better than their competitors. Therefore, they want to switch from call centre to a contact centre. You work as an intern for the company in Midrand and you have little knowledge about what a contact centre is. You have a very dedicated and motivated team leader. Your team leader ensures that you understand and apply all your knowledge about a contact centre. With this knowledge at hand, answer the questions below and explain how will you will apply this at the contact centre.

4.1 Discuss FOUR functions in the daily operations of TECHNO contact centre.
(4 × 2) (8)

4.2 4.2.1 Give TWO principles based on company policies that will be adhered to in the TECHNO contact centre. (2)

4.2.2 Explain how the TWO abovementioned principles in QUESTION 4.2.1 will be displayed in TECHNO contact centre. (2 × 2) (4)

4.3 Give THREE benefits that a contact centre holds for a customer? (3 × 1) (3)

4.4 Your team leader at TECHNO contact centre believes in acknowledging staff members.

Explain TWO methods of acknowledging an achievement. (2 × 2) (4)
[21]



QUESTION 5

5.1 Name TWO standards used to measure performance. (2)

5.2 Discuss the TWO standards mentioned in QUESTION 5.1. (2 × 2) (4)

5.3 What should a manager do after performance discrepancies have been identified? (2)

5.4 5.4.1 Why would one introduce a performance improvement plan? (2)

5.4.2 Standards against which something is measured are called … (2)

5.5 Name THREE aspects of active listening during a selling process. (3)

5.6 Give THREE ways to identify the needs of an existing customer. (3)

5.7 Describe SIX important product related information to provide to a customer when selling a product. (6)
[24]



TOTAL SECTION B: 85
GRAND TOTAL: 100

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