higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 3

21 November 2024

This marking guideline consists of 5 pages.

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SECTION A

QUESTION 1

1.1 1.1.1 A
1.1.2 C
1.1.3 B
1.1.4 D
1.1.5 B

(5 × 1) (5)

1.2 1.2.1 True
1.2.2 True
1.2.3 True
1.2.4 False
1.2.5 False
1.2.6 True
1.2.7 False
1.2.8 False
1.2.9 True
1.2.10 True

(10 × 1) (10)
[15

TOTAL SECTION A: 15

SECTION B

QUESTION 2

2.1 2.1.1 Outbound calls are outgoing calls made by a contact centre agent to update information, follow up and answer enquiries,✓✓ whereas the main purpose of telesales is to call prospective customers to generate their interest in a company's product or service.✓✓

(2 × 2) (4)

2.1.2
- Schedule adherence✓✓
  Lateness for shift or after break and absenteeism✓
- Call volumes✓✓
  Number of calls taken✓
- Talk time✓✓
  Amount of time spent on customer calls✓
- Wrap time✓✓
  Amount of time spent completing tasks✓ related to a call or email before being ready to take another
- First call resolution
  Number of calls resolved in the initial contact
- Available time
  Time spent waiting for calls, emails, web chat and faxes
- Customer satisfaction
  Customer's rating of service received in the call

(Any 4 × 3) (12)

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2.1.3
- Courtesy script
- Focus script
- Main benefit script
- Whole-story script
- Information-gathering script (5)

2.2 2.2.1
- Achieving targeted amount of sales
- Making contact with a set number of sales prospects
- Evaluating the number of outbound calls made (3 × 2) (6)

2.2.2

Assertive telesales agent	Pushy telesales agent
• Acknowledges barriers and works around them • Knows when to stop trying and move on • Firm and polite	• Emotional and rude, disregarding any barriers • Doesn't know when to stop and just carries on • Outstays welcome

(Any 2 × 2) (4)

2.3
- Ensure that customer requirements are met, which is just as important as ensuring that the company requirements are met.
- Ensure that you are familiar with the requirements of the company.
- Ensure that the customer is happy even after the product or service has been delivered. (3 × 2) (6)

[37]

QUESTION 3

3.1 3.1.1 A person who has suffered physical or emotional harm, property damage or economic loss as a result of a crime

3.1.2 Communicated with

3.1.3 All the functions and service performance take place from one contact centre (ideal in emergency cases)

(3 × 2) (6)

3.2
- Answering calls quickly – every second counts in an emergency situation and in this case, there are multiple injuries.
- Answering calls as soon as possible – people on the scene cannot wait, as the are some fatal cases as well.
- Ensuring that callers do not have to wait in the que – physical help must be sent out immediately. (3 × 2) (6)

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3.3
- Ask the caller to obtain all the information they can from the injured party.
- Ask the caller to determine whether there were any witnesses to the accident.
- Ask the caller the location of the emergency.
- Ask the caller to wait for the arrival of the ambulance. (4)

3.4
- Ensure that the caller has made the traumatised person as comfortable as possible.
- Ask questions about the nature of the incident.
- Ask what the precise state of the person is.
- Ensure that the caller stays with the traumatised person.
- Ask the caller to attend to the person's medical needs, if any, and to pay attention to any statement from the traumatised person.
- Ask the location. (6 × 1) (6)

[22]

QUESTION 4

4.1 4.1.1 Service levels measure and monitor services across a range of areas. (2)

4.1.2 0,71 (1)

4.1.3 Due to excessive wait time (2)

4.2
- Information from the management information system
- Information on wallboards
- Sign-on time
- Abandon rates
- Shift change (5)

[10]

QUESTION 5

5.1
- Helpfulness✓ – the willingness to be accommodating✓
- Diligence✓ – the degree of perseverance and attention to detail✓
- Empathy✓ – the ability to accurately sense and respond to the reaction of another person✓
- Sociability✓ – the ability and desire to be with and work with other people✓
- Problem solving – the ability to recognise abstract concepts and detect relationships in data
- Confidence – the ability to bounce back from rejection
- Assertiveness – the degree of positive forcefulness an individual will use to control a situation (Any 4 × 2) (8)

5.2
- Decide how you will know when it is completed.
- Be very specific about your plans.
- Check whether you have the resources necessary for carrying out the actions.
- Break a larger task down into smaller actions. (4 × 1) (4)

5.3
- Oral advice is given face to face in a meeting with others or on a phone. You can see the immediate reaction on the face of the person or hear it in the tone of their voice on the phone.
- Written advice may be given using email, fax, a report or a letter. The reaction of the other person is not immediate. In some cases, there is no reaction. (4)

[16]

TOTAL SECTION B: 85
GRAND TOTAL: 100

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