higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 4

22 November 2024

This marking guideline consists of 5 pages.

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SECTION A

QUESTION 1

1.1 1.1.1 True ✓
1.1.2 False ✓
1.1.3 True ✓
1.1.4 False ✓
1.1.5 True✓ (5 × 1) (5)

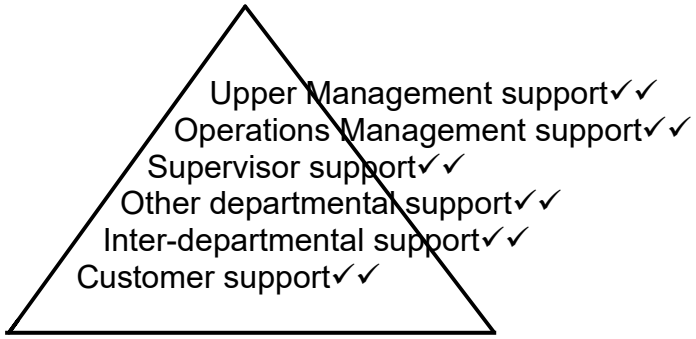
1.2 1.2.1 Product knowledge✓✓
1.2.2 Professional✓✓
1.2.3 Commitment✓✓
1.2.4 Performance review✓✓
1.2.5 Unclosed✓✓ (5 × 2) (10)
[15]

TOTAL SECTION A: 15

SECTION B

QUESTION 2

2.1



Subtract 1 mark if diagram is not given (6 × 2) (12)

2.2
- Customers.✓
- Business partners or investors in the contact centre. ✓
- Manages and administrative staff of the contact centre.✓ (Any 2 × 1) (2)

2.3
- By ensuring that customers feel that you understand their emotions✓
- That their complaint is in good hands✓
- That they are not just a number or just another customer with a complaint✓
- They feel like you will do anything possible to solve their complaint✓
- If a good relationship is built with the customers, they will feel confident and contact you again✓ (Any 4 × 1) (4)

2.4 A customer survey is a method of collecting consumer feedback.✓✓ (2)
[20]

QUESTION 3

3.1
- Qualitative method
- Quantitative method
- Internet technologies
- Questionnaires
- Surveys
- Focus groups
- Personal or One- on- one interviews
- Observations
- Experimentations

(Any 2 methods × 1) (2)

3.2 Median = 10, 11, 14, 15, 16, 17, 21✓✓
Median is 15✓ (3)

3.3
- Societal issues such as crime and health. Many contact centres deal with these aspects (medical schemes and the police).✓✓
- Contact centres target customers' relevant characteristics, e.g. their age, gender, socio-economic and cultural beliefs.✓✓
- Contact centres collect attitudes or opinions of people on issues by doing research and then interpreting the information statistically.✓✓ (3 × 2) (6)

3.4
- Market segmentation – is the division of the market or population into subgroups✓ with similar motivations✓
- This includes geographic differences and psychographic differences✓ (3)

3.5
- Know the market and the market position
- Adapt the product range/priorities
- Do prospective analysis
- Ensure that recommendations are complete (4 × 1) (4)

3.6 In a comparative analysis, data will first be compiled✓ and then analysed.✓ (2)

[20]

QUESTION 4

4.1
- TECHNO contact centre receives calls daily from all over the world.✓✓
- Level of order is created whereby customers do not have to be transferred to other departments.✓✓
- TECHNO contact centre provides a central point of communication✓✓
- TECHNO contact centre connects departments within a company✓✓
- Customer service of the highest standard is a function of TECHNO contact centre.✓✓ (Any 4 × 2) (8)

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4.2.1
- Honesty
- Pride
- Integrity
- Loyalty (Any 2 × 1) (2)

4.2.2
- Honesty – an agent should always strive to give an honest answer, opinion or follow up on any situation✓✓
- Pride – agents should take pride in their work and see to it that it is of a high standard✓✓
- Integrity – agents should not do something immoral, e.g. selling an inferior product✓✓
- Loyalty – whatever the situation is, stay loyal to the company, never bad-mouth the company✓✓ (Any 2 × 2) (4)

4.3
- The customer will have access to well trained staff
- The customer will receive immediate assistance
- The customer will have easier access to information
- The customer will have a speedier response to queries
- The customer is able to build a relationship with the contact centre
- A good contact centre gives the company some prestige and you will be proud to be part of that company.
- Customer will have the knowledge that there are compassionate and understanding people working in the contact centre. (3 × 1) (3)

4.4
- Incentive points✓ – incentive programme which gives employees points for good performance reviews and achievements. ✓
- Announcements✓ – making general staff announcements to improve morale of staff.✓
- Bonuses and increases✓ – motivate staff to work harder to get bonus or increase. ✓ (Any 2 × 2) (4)

[21]

QUESTION 5

5.1
- Control parameters
- A quality commitment (2 × 1) (2)

5.2
- Control parameters – information used to set the minimum limits for the performance standards.✓. It lays out the amount of slack one needs before failing to meet the SLA.✓
- Quality commitment – is a commitment that the contact centre makes to customers.✓. It means that the contact centre will provide the best quality service.✓ (2 × 2) (4)

5.3 Record✓ the performance discrepancies and give a copy ✓ to the staff member. (2)

5.4 5.4.1 It outlines the areas that need improvement.✓ It is part of duties to be determined by the supervisor.✓ (2)

5.4.2 Benchmark standards.✓✓ (2)

5.5
- It will allow one to pick up on any comments made
- It can prepare the way for the next sale
- Active listening during small talk can lead to a sales opportunity (3 × 1) (3)

5.6
- By listening attentively to the customer
- Ask the right and relevant questions
- Be patient with the customer when he tries to explain his needs (3 × 1) (3)

5.7
- The price of the product
- What the product can do (functions)
- The benefits of the product
- Advantages of the product
- After sales of the product
- Is it easy to use and to maintain
- History of the product
- Guarantee
- Delivery time (Any 6 × 1) (6)

[24]

TOTAL SECTION B: 85
GRAND TOTAL: 100

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