higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 2

17 November 2022

This marking guideline consists of 5 pages.

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SECTION A

QUESTION 1

1.1 Alphanumeric
1.2 Telephone Directory
1.3 Contact centre
1.4 Etiquette
1.5 Target
1.6 Log
1.7 Process
1.8 Time frame
1.9 Communication
1.10 Equipment

(10 × 1) (10)
[10]

QUESTION 2

2.1	2.1.1	True		
	2.1.2	False		
	2.1.3	False		
	2.1.4	True		
	2.1.5	False		
	2.1.6	True		
	2.1.7	True		
	2.1.8	False		
	2.1.9	True		
	2.1.10	False	(10 × 1)	(10)

2.2	2.2.1	I		
	2.2.2	G		
	2.2.3	L		
	2.2.4	A		
	2.2.5	J		
	2.2.6	B		
	2.2.7	C		
	2.2.8	D		
	2.2.9	E		
	2.2.10	H		

(10 × 1) (10)
[20]

TOTAL SECTION A: 30

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SECTION B

QUESTION 3

3.1 Selling a product over the telephone (Any relevant answer) (2)

3.2
- Pitch
- Emphasis
- Pace
- Clarity
- Volume (Any 4 × 1) (4)

3.3.1.
- It is fast✓
- It is cheap✓
- It is convenient✓
- It is predictable✓

(4)

3.3.2.
- It is fast because an agent can call more than five to fifteen customers in one hour✓
- It is cheap because there are no travel expenses incurred.✓
- It is convenient because people who call the Contact centre prefer to talk to a live telesales agent✓
- It is predictable because it is easy to measure the number of calls and sales you can make✓ (4)

3.4
- Stop talking
- Put the customer at ease
- Show that you want to listen
- Remove distraction
- Be patient
- Control your temper.
- Don't argue
- Ask questions.
- Empathise with the customer.
- Again – stop talking. (Any relevant answer 3 × 1) (3)

3.5
- Reading product manuals
- Process manuals
- Websites
- Product information sessions
- The internet
- Standard operating procedures
- Intranet
- Contact Centre storage system (Any relevant answer 3 × 1) (3)

[20]

QUESTION 4

4.1 Printer (2)

4.2
- Introduce yourself and your team
- Give details on what piece of equipment is not working
- Explain as clearly as possible (3 × 2) (6)

4.3
- Try to keep calm
- Find out what the problem is and commit to helping the caller.
- Never attack the caller
- Be professional but firm
- Do not be defensive or aggressive
- Apologise for the situation
- State that you want to help
- Find out more information about the situation
- Make sure you understand the customer`s situation
- Give the customer several options or ask what he/she wants the company to do.
- Summarise actions to be taken
- End the call pleasantly
- Contact a supervisor if necessary. (Any 4 × 1) (4)

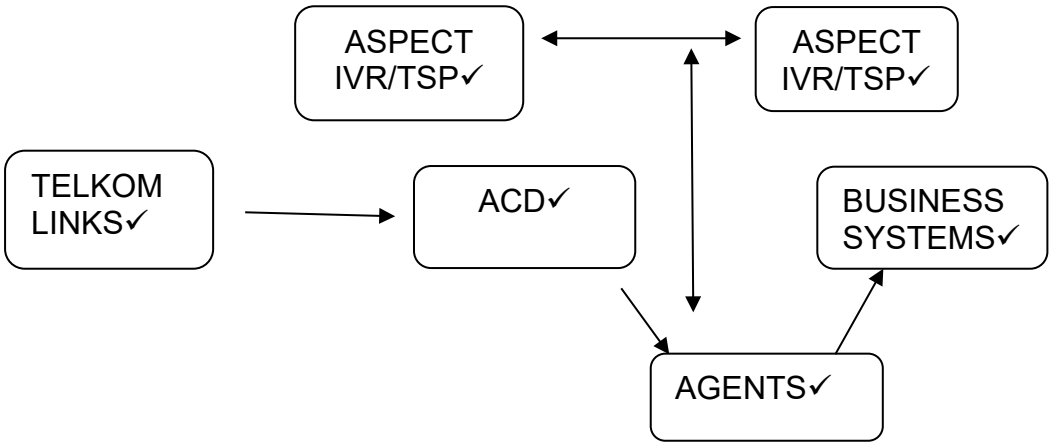
4.4
- Know your keyboard
- Have good typing skills
- Be able to pick up an error
- Have an eye for detail (Any relevant answer 3 × 2) (6)

4.5
- Telephone
- Fax
- Computer
- Email (Any relevant answer 2 × 1) (2)

[20]

QUESTION 5

5.1 **CALL FLOW PROCESS DIAGRAM**



(6)

5.2
- Keep them safe and dry
- Report any problem to the Technological Help Desk
- Log a call and receive a reference number. (Any 2 × 1) (2)

5.3
- Get out and network
- Join local business clubs
- Use family members and friends
- You can use people that you have worked with before.
- Use resources like newspapers, magazines, or the internet
- Buy sales lead list (Any relevant answer 4 × 1) (4)

5.4

COLUMN A	COLUMN B
MR V LOOTS✓	mrs ziya jones✓
523 STEINHOFF STREET✓ AMALINDA ✓ EAST LONDON✓	92 swaart waters✓ cape midlands✓ port elizabeth✓
VLOOTS@WEBSURFER.CO.ZA✓	zjones@ yahoo.com✓
0825963654✓	0795532124✓
HIGH-RISK HEALTH COVERAGE✓	NSFAS enquiry✓
EMAIL APPLICATION AS SOON AS POSSIBLE✓	phone back between 9:00–13:00 hrs✓

(16)

5.5 The direct or fastest way of moving from one application to the next, from one screen to the next or from one line to the next. (Any relevant answer) (2)

[30]

TOTAL SECTION B: 70
GRAND TOTAL: 100

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