higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 2

(10041032)

17 November 2022 (Y-paper)
13:00–16:00

This question paper consists of 8 pages and 1 addendum.

445Q1N2217

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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. Answer QUESTION 5.4 on ADDENDUM A (attached). Write your EXAMINATION NUMBER in the space provided, detach it from the question paper and hand in with the ANSWER BOOK.
5. Start each section on a new page.
6. Use only a black or blue pen.
7. Write neatly and legibly.

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SECTION A

QUESTION 1

Complete the following sentences by choosing a word or words from the list below. Write only the answer next to the question number (1.1–1.10) in the ANSWER BOOK.

log; contact centre; process; prospects; equipment; telephone directory; target; communication; etiquette; alphanumeric; data hygiene; timeframe

1.1 … describes the combined set of all letters in the alphabet and numbers from 0–9.

1.2 Having a … allows you to assess your sales contacts.

1.3 … is a place that would give you more information about the product being sold.

1.4 … refers to formal rules of behaviour for people or staff to follow in a particular profession.

1.5 A … is a goal that you try to achieve.

1.6 To … is to report a problem.

1.7 A … is a way of doing something.

1.8 … is a period of time that an agent use.

1.9 … improves the customer and agent relationship.

1.10 A headphone is a type of … in a contact centre.

(10 × 1) (10)
[10]

QUESTION 2

2.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1.1–2.1.10) in the ANSWER BOOK.

2.1.1 Customer satisfaction measurements focus on the qualitative goals like checking how customers were happy after a service was rendered.

2.1.2 Faxes can be received via agents' emails.

2.1.3 A contact centre agent do not need to have knowledge in using technology to provide good customer service.

2.1.4 The type of business is an important factor when selling products to the organisation

2.1.5 The procedure of receiving calls is not included in the code of conduct.

2.1.6 A hot desk is a workstation that is shared by the agents.

2.1.7 Inputting data requires an agent to listen attentively to the customer's information

2.1.8 Listening techniques are less important for successful agents.

2.1.9 Data entered into a computer system can be done in different formats.

2.1.10 Gender is not an important factor when selling to an individual.

(10 × 1) (10)

2.2 Choose a word/term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–L) next to the question number (2.2.1–2.2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.2.1	To answer a call	A	escalate
2.2.2	Name, surname, address	B	lifestyle
2.2.3	One of many parts of which something is made	C	unauthorised
2.2.4	Refer a matter to the supervisor	D	centralised
2.2.5	Something that remains the same in quality	E	discerning
2.2.6	The habits, attitudes, tastes, moral standards, economic level, etc., that together make up the way of life of an individual or group	F	psychographics
2.2.7	Not allowed or permitted	G	database
2.2.8	Kept centrally, where relevant employees can access it	H	demographic
2.2.9	Able to tell whether something is of good quality and worth buying or not	I	respond
2.2.10	Relating to particular features of communities or populations	J	consistency
		K	greetings
		L	component

(10 × 1) (10)
[20]

TOTAL SECTION A: 30

SECTION B

QUESTION 3

Read the brief information below and answer questions:

Thabile is a newly appointed contact centre agent at a contact centre that mainly deals with telesales. During the training sessions, offered by team leaders; agents are given scripts and they are coached to apply them during their conversations. They also do a lot of role-playing before they go to the workstations and talk to people.

You have been assigned to assist her as a personal coach. She learns that her listening skills must also be excellent, and she must concentrate a lot when talking to a customer.

3.1 Define the term *telesales*. (2)

3.2 Thabile needs assistance with speaking over the telephone.

Which FOUR aspects of the voice must she work on to obtain a good telephone voice? (4)

3.3. Thabile needs to understand that using telesales is the easiest and quickest form of selling products and services.

3.3.1 What are the FOUR advantages of using telesales?

3.3.2 Briefly explain the advantages mentioned above. (8)

3.4 List THREE golden rules of listening, which will be important for Thabile to adhere to. (3)

3.5 Which THREE ways can Thabile use to keep her product knowledge accurate and up to date in order to be successful in doing telesales. (3)

[20]

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QUESTION 4

Study the picture and answer the questions below:



4.1 Identify the piece of equipment. (2)

4.2 Describe the steps, in a logical sequence, to be followed when this piece of equipment suddenly malfunctions. (3 × 2) (6)

4.3 Briefly state FOUR ways to deal with a rude customer. (4)

4.4 Discuss the skills that are important when capturing customer information. (3 × 2) (6)

4.5 Name any OTHER TWO pieces of communication equipment that can be utilised in a contact centre. (2)

[20]

QUESTION 5

5.1 A customer dials Gems Medical Aid Scheme to enquire about a hospital plan. The customer must respond to an IVR and make the appropriate choice to speak to an agent about the hospital plan. The enquiry is answered by Linomtha.

Illustrate in a diagram the CALL FLOW process the customer follows in order to speak to an agent

Use the following information:

- A: ASPECT IVR/TSP;
- B: BUSINESS SYSTEMS;
- C: TELKOM LINKS;
- D: AGENTS
- E: ACD;
- F: ASPECT IVR/TSP

(6)

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5.2 Give the agents TWO hints on how to maintain headsets used in contact centres. (2)

5.3 List FOUR methods to develop sales contacts for a product you want to sell. (4)

5.4 As a contact centre agent, apply your understanding by capturing the following information using different formats. Use ADDENDUM A (attached) to capture information and use only capital letters for COLUMN A and small letters for COLUMN B.

COLUMN A	COLUMN B
Mr V Loots	Mrs Ziya Jones
523 Steinhoff Street	92 Swaart Waters
Amalinda	Cape Midlands
East London	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 What do you understand by the term *critical and closest route*? (2)

[30]

TOTAL SECTION B: 70
GRAND TOTAL 100

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ADDENDUM A **EXAMINATION NUMBER:**

QUESTION 5.4

COLUMN A	COLUMN B

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