higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 2

28 November 2023

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	True	
	1.1.2	True	
	1.1.3	True	
	1.1.4	True	
	1.1.5	False	
	1.1.6	True	
	1.1.7	True	
	1.1.8	True	
	1.1.9	True	
	1.1.10	False	
			(10 × 1) (10)
1.2	1.2.1	Willing to put a large amount of time and effort into doing something	
	1.2.2	To forward a call/situation to a senior person	
	1.2.3	Showed or suggested	
	1.2.4	Taking action and making changes rather than waiting for something to happen	
	1.2.5	Having the right qualities or being in the right situation to be considered for something	
			(5 × 2) (10)
1.3	1.3.1	Wrap time	
	1.3.2	Hot desk	
	1.3.3	Siera	
	1.3.4	Inbound	
	1.3.5	Interview	
			(5 × 1) (5)
			[25]

TOTAL SECTION A: 25

SECTION B

QUESTION 2

2.1 SEE ADDENDUM A: TELEPHONE MESSAGE (10)

2.2
- Volume
- Emphasis
- Pitch
- Clarity
- Pace (5)

2.3 An open-ended question is a question that is answered with more than only yes or no,✓✓ whereas a closed question is answered with an only one-word response.✓✓ (2 × 2) (4)

2.4
- When they want to buy a product
- When they have a problem regarding the product
- To arrange for a debit order
- When they want to relay meter readings
- To relay information such as meter readings (Any 4 × 1) (4)

2.5
- It tracks the customers purchasing products.
- It tracks the length of time from the first prospecting call to making sales.
- It tracks the types of products purchased.
- It tracks the types of products purchased together.
- It tracks what time of the month or year the products are purchased.
- It tracks how customers are paying for the product or service. (Any 2 × 1) (2)

2.6
- It is cheap because there are no travel expenses.
- It is fast because it is possible to talk to a lot of customers in an hour.
- It is predictable because you can measure your success.
- It is flexible because the messages can be changed to suit the different customers you talk to.
- It is convenient because people prefer to talk to agents in the comfort of their homes or offices. (Any 3 × 2) (6)

[31]

QUESTION3

3.1
- Knowing the keyboard (4)
- Good typing skills
- The ability to pick up errors
- Checking the accuracy of what they are inputting
- An eye for details (Any 4 × 1)

3.2 SEE ADDENDUM B (10)

3.3 3.3.1 Runtime error or error message (2)

3.3.2
- The captured data does not meet the required format
- Use the wrong format
- Select the wrong icon (Any 2 × 1) (2)

3.3.3
- Report the error to the information help desk along with details of the error.
- Pick up the error and rectify it. (Any ONE) (1)

3.4 /,},*<, ê,%,≠ (1)
[20]

QUESTION 4

4.1 4.1.1
- Computers
- Fax machines
- Photocopier machines
- Printers
- Telephonic equipment − Headsets

4.1.2 Computers
- Never share passwords.
- Log off when sharing a terminal.

Fax machines
- Make sure there is paper left in the tray after use.
- Use the memory feature.

Photocopier machines
- Make sure there is paper left in the tray after use.
- Fix paper jams.
- Reset the machine to normal setting after making changes.

Printers
- Fix any paper jams.
- Collect all your printed material.
- Don’t make unnecessary prints.
- Keep a master copy of all major documents and file them.

Telephonic equipment
- Become completely familiar with the system used.
- When using a handset or headset, ensure the mouthpiece is in a position to enable the customer to hear clearly what you are saying.
- Do not tuck a handset between your shoulder and ear because it affects the quality of your speech (as heard by the customer).

(Any 5 × 1)
(2 × 5) (10)

4.2 4.2.1
- Respond on time.
- Address the right person.
- Attach the correct document where required. (Any ONE)

4.2.2
- Check your spelling and grammar.
- Use the correct letterhead. (Any ONE)

4.2.3
- Use the correct fax form.
- Check spelling and grammar.
- Collect fax confirmation sheets after you have sent a fax.
- Check that the attachments are included with the fax. (Any ONE)

(3 × 1) (3)

4.3
- Security tags, cards or codes that ensure that doors are locked and only authorised people/employees can enter the contact centre.
- Individual passwords and security codes for each contact centre agent that allow them to log in to the computer (2 × 2) (4)

4.4
- Remain as calm as possible to gain trust from the caller.
- Question the caller to try and establish what has happened.
- Don't get involved in arguments or try to defend yourself or the contact centre.
- Don't make false promises in order to diffuse the situation quickly.
- Decide on what action needs to be taken and communicate this to the caller.
- Refer the matter to your manager or supervisor and ask for assistance. (7)

[24]

TOTAL SECTION B: 75
GRAND TOTAL: 100

2.1 **ADDENDUM A**

Cell Direct Contact Centre **MESSAGE FORM**			
DATE: 25 June 2022✓ TIME: 10:00✓ TO: Mr Mabutho✓ FROM: Mr Zola Dwangu✓ TELEPHONE NUMBER: 047 459 2267✓			
TELEPHONED	X	✓ CAME TO SEE YOU	
MESSAGE: Mr Dwangu is unhappy with the package sent. Some of the appliances were not included in the package. 10 headphones and 6 microphones are missing. He needs an explanation about the missing items.✓✓ ACTION REQUIRED: To deliver message to Mr Mabutho and find out what happened. Mr Mabutho must phone back.✓			
Message taken by: Alive✓			

(10)

ADDENDUM B

3.2

NAME	MS ZUKISWA✓
SURNAME	NHLAPHO✓
IDENTITY NUMBER	0412291003089✓
POSTAL ADDRESS	472 GREENFIELDS CRESCENT WEST BANK✓
CITY/TOWN	EAST LONDON✓
POSTAL CODE	5200✓
ACCOUNT NUMBER	PT 542 387✓
PRODUCT NUMBER	RV 75426✓
PRODUCT TYPE	TWELVE MEMORY STICKS✓
CONTACT DETAILS	081 572 3654✓

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