higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 2

(10041032)

28 November 2023 (Y-paper)
13:00–16:00

This question paper consists of 8 pages and 2 addenda.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
CONTACT CENTRE OPERATIONS
NQF LEVEL 2
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. Use only black or blue pen.
5. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 Quality is an example of a logical buying motive.

1.1.2 When selling products, you identify customers of a good quantity.

1.1.3 A well-defined customer profile can help guide the contact centre's activities, especially when prospecting potential customers.

1.1.4 When selling your products, you call prospects using a scripted call.

1.1.5 A debit order is an arrangement with a customer's bank to deduct a monthly payment.

1.1.6 An advantage of a script is that the agent and the customer cannot see each other.

1.1.7 Discerning is being able to tell whether something is of a good quality and worth buying.

1.1.8 Customer satisfaction is the customer rating of service.

1.1.9 Placing an order is an example of follow-up conducted by an agent.

1.1.10 Time frames are the same for all contact centres.

(10 × 1) (10)

1.2 Define the following terms or concepts:

1.2.1 Network

1.2.2 Scripted

1.2.3 Lifestyle

1.2.4 Systematic

1.2.5 Qualified

(5 × 2) (10)

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1.3 Choose the correct word or words from those given in brackets. Write only the word or words next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

1.3.1 (Scheduled adherence/Wrap time) is dealing with different types of administrative tasks after a call.

1.3.2 A (help desk/hot desk) is a workstation that is shared by agents.

1.3.3 In the phonetic alphabet, the letter S stands for (Sira/Siera).

1.3.4 An emergency contact centre is an (outbound/inbound) type of a contact centre.

1.3.5 A/An (interview/survey) is an example of a qualitative method used to identify prospective customers.

(5 × 1) (5)
[25]

TOTAL SECTION A: 25

SECTION B

QUESTION 2

Read the following telephone conversation between an agent and a customer on 25 June 2022 at 10:00 and answer the questions.

Agent:	Good morning. Alive speaking from Cell Direct Contact Centre. How may I assist you?
Zola:	Morning, Alive. May I please speak with Mr Mabutho?
Agent:	Unfortunately, Sir, Mr Mabutho is off today and tomorrow. May I kindly offer assistance?
Zola:	No, I would like to speak with him personally.
Agent:	As I have informed you sir that he will be off for two days. May I take a message for him?
Zola:	Certainly. Kindly inform him that I called and requested for him to call me back as soon as possible.
Agent:	Please provide me with your details, Sir.
Zola:	Tell him that Zola Dwangu from Tech Electronics called. I am unhappy with the package sent to me this morning. Some of the appliances were not included as advertised. 10 headphones and 6 microphones are missing. I need an explanation as I have paid for those.
Agent:	May you please provide me with your contact details, Sir?
Zola:	047 459 2267. That's my direct office line.
Agent:	My sincere apologies, Mr Dwangu. I will deliver the message myself to Mr Mabutho as soon as he returns from leave.
Zola:	I will appreciate that very much.
Agent:	Is there anything else that you would like me to assist you with, Mr Dwangu?
Zola:	That is it for now.
Agent:	I apologize once more, Mr Dwangu for the incomplete package. Thank you for calling Cell Direct Contact Centre. Enjoy the rest of the day.
Zola:	Same to you, Sir. Goodbye.
Agent:	Goodbye, Mr Dwangu.

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2.1 Write down a telephone message that Alive will write on the attached Cell Direct message form on ADDENDUM A (attached). (10)

2.2 When Cell Direct Contact Centre agents communicate with customers over the telephone, they need to use a good telephone voice.

List FIVE aspects of the voice that agents need to focus on when communicating over the telephone. (5)

2.3 Explain the difference between *open-ended questions* and *closed questions* to Cell Direct Contact Centre agents. (2 × 2) (4)

2.4 Briefly explain any FOUR reasons why customers would call Cell Direct Contact Centre. (4)

2.5 Customer information is useful to Cell Direct Contact Centre as the agents could be making sales.

State why sales information is useful. (2)

2.6 Cell Direct Contact Centre uses telesales, which is the quickest and easiest form of selling.

Elaborate on this statement by giving reasons why telesales is the quickest and easiest form of selling. (3 × 2) (6)

[31]

QUESTION 3

3.1 Accuracy is vital as the contact centre cannot afford to have errors in the customer information entered. Agents need skills in order to input information accurately.

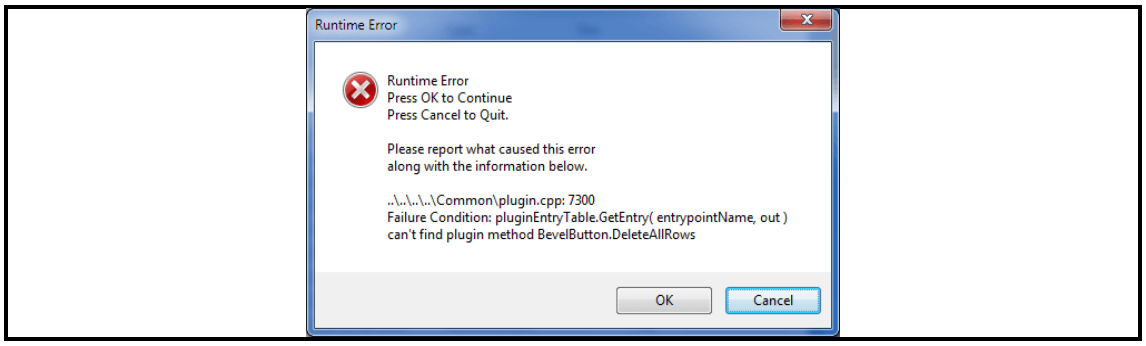
List the FOUR skills agents need to input data with accuracy. (4)

3.2 The computer package you are using allows you to capture customers' information. The information to be entered may be in a specific format like certain abbreviations, special symbols, or capital letters only. Use the information that follows to complete the document on ADDENDUM B (attached).

Use only capital letters.

Ms Zukiswa Nhlapho, ID no: 0412291003089, 472 Greenfields Crescent, West Bank, East London, 5200, Account number pt 542 387, product number rv 75426, contact details 081 572 3654, product type twelve memory sticks (10)

3.3 Study the image below and answer the questions.



3.3.1 Name the image depicted above. (2)

3.3.2 Name two reasons why the image above could pop up on the computer screen. (2)

3.3.3 What action would you take if the above image pops up? (1)

3.4 When capturing information, you may use special characters.

Identify any ONE special character from the list below that you can use.

{ ≠ < ~ / * ‘‘ ê Q & %

(1)
[20]

QUESTION 4

4.1 Tebogo is employed as an agent at Discovery Medical Scheme. The Discovery Medical Scheme Contact Centre uses a wide range of communication equipment to provide efficient customer service. Tebogo and the other Discovery Contact Centre agents need to follow etiquette and certain procedures when using the communication equipment.

4.1.1 Suggest any FIVE different types of communication equipment used by Discovery Medical Scheme Contact Centre.

4.1.2 Explain how each type of communication equipment you suggested above can be used in a professional manner by the Discovery Medical Scheme Contact Centre.

(2 × 5) (10)

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4.2 Discuss ONE procedure followed when using the following THREE types of written communication equipment.

4.2.1 E-mail

4.2.2 Letters

4.2.3 Fax

(3 × 1) (3)

4.3 Describe TWO security procedures that are necessary in a contact centre.

(2 × 2) (4)

4.4 Each emergency contact centre has its own procedures or guidelines that must be followed when dealing with an emergency call in order to provide assistance as quickly as possible.

Briefly discuss the SEVEN basic guidelines followed by agents in all emergency contact centres in general. (7)

[24]

TOTAL SECTION B: 75
GRAND TOTAL: 100

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ADDENDUM A **EXAMINATION NUMBER:** | | | | | | | | | | | | | |

QUESTION 2

2.1

Cell Direct Contact Centre **MESSAGE FORM**			
DATE: …….. TIME: …… TO: …… FROM: …… TELEPHONE NUMBER: …….			
TELEPHONED		CAME TO SEE YOU	
MESSAGE: …….. …….. …….. …….. …….. ACTION REQUIRED: …….. ……..			
Message taken by: ……			

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ADDENDUM B **EXAMINATION NUMBER:**

QUESTION 3

3.2

Name	
Surname	
Identity number	
Postal address	
City/town	
Postal code	
Account number	
Product type	
Product number	
Contact details	

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