higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 3

16 November 2022

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	False	
	1.1.2	False	
	1.1.3	False	
	1.1.4	False	
	1.1.5	True	
	1.1.6	False	
	1.1.7	True	
	1.1.8	True	
	1.1.9	False	
	1.1.10	True	
		(10 × 1)	(10)

1.2	1.2.1	• Customer • Prospect • Purchaser • Consumer	(Any 1 × 1)
	1.2.2	• Shock • Disturbance • Pain • Distress	(Any 1 × 1)
	1.2.3	• Goal • Objective • Aim • Mark	(Any 1 × 1)
	1.2.4	• Therapy • Guidance • Advising • Treatment	(Any 1 × 1)
		(4 × 1)	(4)

1.3	1.3.1	The state or degree of being easily or conveniently done.	
	1.3.2	How productively and quickly something is done in order to produce goods results.	
	1.3.3	Remain the same.	
		(3 × 2)	(6)
			[20]

TOTAL SECTION A: 20

SECTION B

QUESTION 2

2.1 Outbound (2)

2.2
- Because an agent is making calls to the customers
- It's a telesales contact centre (2)

2.3
- Promote a product
- Solve customer queries
- Sell to customers (3)

2.4
- Customer names
- Identity number
- Addresses (Physical/Postal/ Email)
- Account numbers
- Product details
- Payment details
- Complain details (Any 5 × 1) (5)

2.5 Predictive dialler (1)

2.6
- Dials calls automatically
- Discards unanswered and engaged calls
- Discard disconnected lines
- Discard calls to fax numbers/answering machine
- Generate statistic of the calls that were made (Any 2 × 1) (2)

2.7
- Reading product manuals
- Attending product training
- Asking a team leader or more experienced agents
- Using online product guides and websites (Any 2 × 1) (2)

2.8
- Email
- Using online forms on the centre's website (2)

2.9 2.9.1 A system where calls are physically/manually dialled to each customer.

2.9.2 The particular way or manner in which an organisation completes its tasks and processes.

(2 × 2) (4)

2.10
- Promote a product
- Sell a product
- Solve customers' queries
- If customers want to buy a bed, they call a call centre (Any 3 × 1) (3)

2.11
- Not delivering on time
- Poor quality products
- Poor customer service
- Better products or service offered by competitors (Any 2 × 1) (2)

2.12
- To conduct a customer satisfaction survey
- To check if the customer still exists
- To check if there is anything a customer needs (Any 2 × 1) (2)

[30]

QUESTION 3

3.1
- Tower trucks
- Police
- Traffic police
- Pathologist
- Ambulance (Any 3 × 1) (3)

3.2 3.2.1 Sending out

3.2.2 Someone who suffered

3.2.3 In shock and afraid after having been injured or threatened (3 × 2) (6)

3.3
- Life or property can be destroyed
- Matter of life and death
- The sooner they answer the sooner they will receive help (Any 2 × 1) (2)

3.4 3.4.1 Global Positioning System. (1)

3.4.2 Determines/track the caller's precise location. (2)

[14]

QUESTION 4

4.1 A contract between a service provider and its customers that documents the services the provider will furnish. (2)

4.2
- Requirements
- Expectations
- Realistic targets
- Resolution plan if SLA is not achieved
- Penalties for non-compliance
- Duration of service
- Reward system
- Procedures for reporting problems (Any 4 × 1) (4)

4.3
- Information from the management information system
- Information on wall-mounted notice boards
- Sign-on times
- Abandonment rates
- Shift changes (5)

4.4
- Efficiency – how quickly and productively something is done to produce results.
- Quality – how well or poor something is being done. (2 × 2) (4)

4.3
- Unrealistic targets
- Untrained staff
- Overloaded staff (3)

[18]

QUESTION 5

5.1
- Agent is not punctual/on time
- Fighting with others
- Poor work performance (3)

5.2 An undesirable situation
OR
A gap between what is and what should be (2)

5.3
- Deviation from the plan
- Deviation from past experiences
- Performance of competitors
- Problems caused by other people (4)

5.4
- Performance measurements report✓ – his performance is poorer in comparison to other agents.✓
- Customer satisfaction survey✓ – customers gave him low score because they are not satisfied with the service he is providing.✓
- Human resource report✓ – attendance registers show that he is not coming to or leaving from work on time.✓
- Team leader report – has written a bad report about his conduct and work
- Customer complaints information – customer complains about his manner of service delivery
- Sales report – records shows that he sold fewer products/failed to meet sales target (Any 3 × 2) (6)

5.5	5.5.1	• They bring new ideas to the table • Bring their experience • Could interpret some documents better	(Any 1 × 2)	
	5.5.2	• Human resource personnel • Finance personnel • Team leader	(Any 2 × 1) (2 × 2)	(4) **[18]**

TOTAL SECTION B: 80
GRAND TOTAL: 100

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