higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 3

(10041033)

16 November 2022 (X-paper)
09:00–12:00

This question paper consists of 7 pages.

375Q1N2216

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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. Start each section on a new page.
5. Use only a blue or black pen.
6. 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 Oral advice may be given via email to minimise infections during the Covid-19 pandemic.

1.1.2 Rapport is a kind of report generated from the system that is used by agents.

1.1.3 Outbound calls are calls made by customers to agents at a Contact Centre.

1.1.4 Hoax calls are jokes and are not considered a criminal offence.

1.1.5 To subscribe is to pay for a product or service on regular basis.

1.1.6 Time agreement is the period of time given to complete a task.

1.1.7 A snake bite is an example of an emergency situation.

1.1.8 Service levels are used to monitor and measure the service in a Contact Centre.

1.1.9 Agents are trained in how to manually dial customers by using a predictive dialler system.

1.1.10 Ending a telephone call in a professional manner is just as important as answering a call.

(10 × 1) (10)

1.2 Give a synonym for the following word or words. Write only the synonym next to the question number (1.2.1–1.2.4) in the ANSWER BOOK.

1.2.1 Client

1.2.2 Trauma

1.2.3 Target

1.2.4 Counselling

(4 × 1) (4)

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1.3 Give a short description of the following words:

1.3.1 Feasibility

1.3.2 Efficiency

1.3.3 Consistent

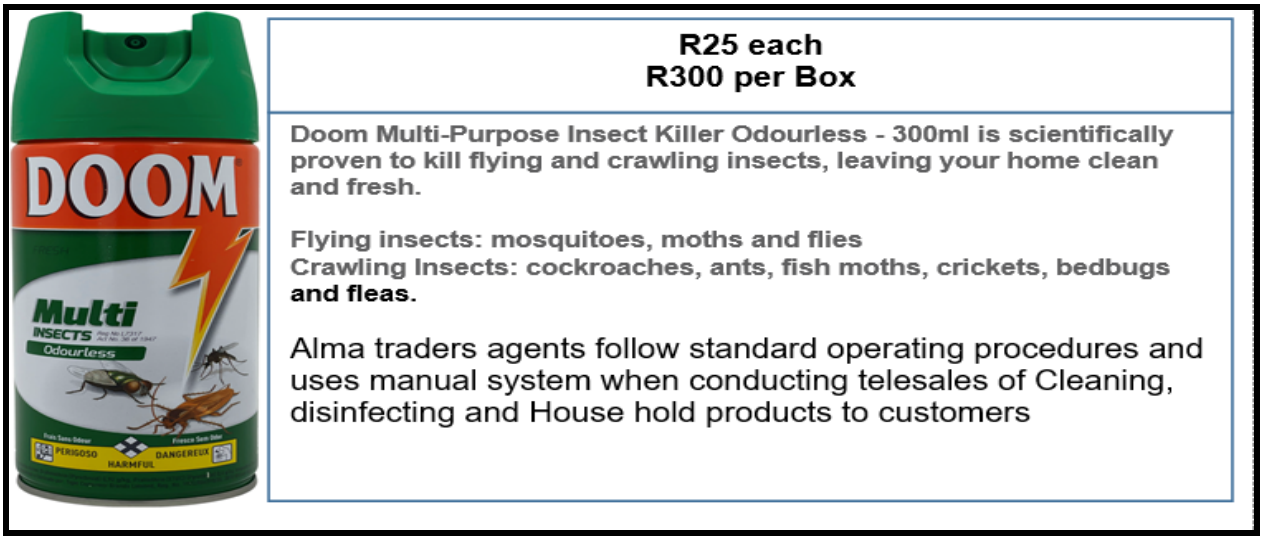
(3 × 2) (6)
[20]

TOTAL SECTION A 20

SECTION B

QUESTION 2

Study the scenario below and answer the questions that follow:



2.1 What kind of Contact Centre is Alma Traders? (2)

2.2 Motivate your answer to QUESTION 2.1. (2)

2.3 What are the main functions of the type of Contact Centre mentioned above? List THREE functions. (3)

2.4 List any FIVE types of customer information that must be captured. (5)

2.5 Which dialling system can be used to improve the running of this business? (1)

2.6 Name any TWO benefits of using the system referred to in QUESTION 2.5. (2)

2.7 List any TWO ways an agent can ensure their product information is accurate. (2)

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2.8 List TWO other ways that can be used to place orders by the customer. (2)

2.9 Define the following terms:

2.9.1 Manual system

2.9.2 Standard operating procedure

(2 × 2) (4)

2.10 Mention any THREE benefits of a Call Centre. (3)

2.11 What could lead to Alma Traders losing its customers? (2)

2.12 Why should a follow-up be made in an outbound Contact Centre? Give TWO reasons. (2)

[30]

QUESTION 3

Study the picture below and answer the questions that follow:



Two men who had sustained moderate injuries were entrapped and had to be extricated using the jaws of life. Both patients were treated on scene before being transported by ambulance to hospital for further care.

[Source: *www.southcoastsun.co.za/204523/jaws-of-life-used-at-accident-scene/*]

3.1 List any THREE emergency services that should be dispatched to this scene. (3)

3.2 Explain the following terms:

3.2.1 Dispatch

3.2.2 Victim

3.2.3 Traumatised

(3 × 2) (6)

3.3 Why should emergency calls be answered as soon as possible? State any TWO reasons. (2)

3.4 GPS technologies can be used to enhance the services of an emergency Contact Centre.

3.4.1 What does GPS stand for? (1)

3.4.2 Explain how GPS works. (2)
[14]

QUESTION 4

Alma Traders signed a Service Level Agreement with their regular customers which states the level of service they must meet.

4.1 Explain the concept of a *Service Level Agreement*. (2)

4.2 Name FOUR kinds of useful information that can be included in a service level agreement. (4)

4.3 Briefly explain any FIVE requirements of the *Service Level* a Contact Centre should comply with. (5)

4.4 Differentiate between *quality measurement* and *efficiency measurement* in level of service. (2 × 2) (4)

4.5 Discuss THREE factors that will hinder the successful implementation of a service level agreement. (3)
[18]

QUESTION 5

Read the scenario and answer the questions:

John is a problematic employee at the Tazara Contact Centre. The manager complains about lost time as he always arrives late for work. He also fights with other the agents and sometimes argues with his supervisor. As a result, this behaviour has affected John's performance at work.

5.1 Identify THREE problems from scenario above. (3)

5.2 Explain what the word *problem* means. (2)

5.3 What situation can alert us to possible problems in a Contact Centre? Mention THREE situations that usually alert us. (3)

5.4 List and explain THREE valid and reliable sources of information that prove that John is indeed problematic. (3 × 2) (6)

5.5 When the manager deals with an employee's situation, he/she should request help from others.



5.5.1 Why is it important to enlist the help of others?

5.5.2 Identify TWO reliable people who can help the manager to understand and solve the problem.

(2 × 2) (2)
[18]



TOTAL SECTION B: 80
GRAND TOTAL: 100

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