higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 4

17 November 2022

This marking guideline consists of 5 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	D		
	1.1.2	C		
	1.1.3	A		
	1.1.4	B		
	1.1.5	C		
	1.1.6	D		
	1.1.7	A		
			(7 × 2)	(14)
1.2	1.2.1	False		
	1.2.2	True		
	1.2.3	True		
	1.2.4	False		
	1.2.5	False		
			(5 × 1)	(5)
				[19]

TOTAL SECTION A: 19

SECTION B

QUESTION 2

2.1 2.1.1
- A complaint report could be drawn up.
- Notes could be made on the computer system documenting the progress of the complaint. (2 × 2) (4)

2.1.2
- Keep in constant contact with the customer
- Commit to solving complaints of the customer
- Take responsibility for the complaint (3)

2.1.3
- Via email
- Telephone
- WhatsApp
- Logging a complaints register or logging notes on the system as proof to refer to managers. (2)

2.1.4
- Dissatisfaction with a product
- Bad service
- Incorrect capturing of information on the system
- Limitation of the product (Any 2 × 2) (4)

2.2
- To make sure the customer feels assured that something is being done about the complaint.
- The customer should know the cause of the problem.
- Proper communication promotes a good name and credibility of the company. (Any 2 × 2) (4)

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2.3 Internal parties – anyone who has any involvement with the complaint process (2)

2.4 The Contact Centre should know what the maximum output of the staff and the department or maximum operating capacity can be within the Contact Centre (2)
[21]

QUESTION 3

3.1.1
- Value of research – is that it may help managers to make better decisions by providing them with valuable information.
- It helps managers know which course of action to take.
- Reduce uncertainty
- Good research can help boost sales and profit Any (2 × 2) (4)

3.1.2 Survey (2)

3.1.3
- The use of structured questionnaires ensures easy data analysis because all respondents are asked the same questions in the same order.
- Allows the researcher to control the interview without being present.
- Can be carried out over the telephone which will save costs.
- The use of telephone or mail and the lower costs per interview make it possible to control a large number of interviews with a broader cross-section (Any 3 × 1) (3)

3.2
- Enhanced tracking- the internet offers an unparalleled ability to track and monitor customers.
- Improved communication –the internet enables marketing agents to monitor customers' website activity and it also provides better customer-to-company communication
- Research tools- a large number of internet services have added options for conducting research, it also includes search engines and tools for conducting surveys. (3 × 2) (6)

3.3 Trend analysis refers to the gathering of information and then examining it to see patterns or trends. (2)

3.4
- Who are the customers?
- Where are the customers located?
- How can they be contacted?
- What quantity do the customers want?
- What quality do the customers want?
- What is the best time to sell? (Any 4 × 1) (4)

[21]

QUESTION 4

4.1 4.1.1
- Well trained staff members✓ – all contact centres agents should have sufficient training✓
- Agents who are fluent in a range of languages✓ – agents should be able to accommodate the language requirements of any customer✓
- Professional agents✓ – agents should act in a professional manner when dealing with agents/clients✓
- Adequate requirements/tools needed to perform contact centre functions✓ – tools such as computer hardware, which the agents must have access to, to assist the customers✓
- Good working relationships between staff✓ – agents should be like family and help customers as a team✓ (5 × 2) (10)

4.1.2
- Deliver customer services
- Agents act as the central point of communication
- Agents create a level of order in the company
- Agents connect the departments with the company
- Receive calls (Any 4 × 1) (4)

4.2
- Unclosed sales are sales which are not completed✓ and they do not count towards sales targets.✓
- Closed sales are completed✓ and they do count towards the sales targets.✓ (2 × 2) (4)

[18]

QUESTION 5

5.1
- How many calls came into the contact centres?
- How many calls were dropped?
- How many calls each agent took?
- Calls taken per hour?
- How long each agent spent on the phone?
- How long each agent spent on auxiliary times during the day? (Any 3 × 1) (3)

5.2 Control parameters are the information used to set the minimum limits for performance standards. (2)

5.3
- Available to answer customer calls when they come in.
- Help customers resolve the queries in as quickly as possible.
- Well trained and will have all the product knowledge. (3 × 2) (6)

5.4
- Identify clients' needs accurately within an industry-specific context
- Identify the needs of an existing client with the company
- Identify the needs of a new customer with the company (3 × 2) (6)

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5.5
- You send a wrong message if you keep putting the customer on hold because you do not know the answer.
- So that you understand how each product work.
- For the management team to ensure that the correct information is given to the customer in the correct manner.
- To refer to it if you need to.
- To refer to if there is something about the product that you do not know or understand.

(Any 4 × 1) (4)
[21]

TOTAL SECTION B: 81
GRAND TOTAL: 100