higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 4

(10041034)

17 November 2022 (X-paper)
09:00–11:00

This question paper consists of 7 pages.

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TIME: 2 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 question 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 Various options are given as possible answers to the following questions. Choose the correct answer and write only the letter (A–D) next to the question number (1.1.1–1.1.7) in the ANSWER BOOK.

1.1.1 Which ONE is an example of professionalism in a Contact Centre setup?

A Attire
B Knowledge of keyboard
C Neatness
D Good morals

1.1.2 Which ONE is not a step to determine the nature and origin of the complaint?

A Agent decides whether to escalate the call or not
B Customer informs agent about the complaint
C Agent calling other customers to find out
D Agent evaluates the complaint

1.1.3 The main reason for conducting a performance review is …

A to identify non-performing staff members
B to identify mistakes
C simply to give rewards
D by acknowledging agents for good work done

1.1.4 …is an activity to help managers make better decisions and provide them with valuable information.

A prospecting
B research
C telesales
D marketing

1.1.5 Assist in rating the performance of telesales agents.

A Scale
B Commitment
C Customer survey
D Partnership

1.1.6 … can be defined as a moral code of conduct or set of laws.

A Morals
B Culture
C Ethics
D Principles

1.1.7 Maslow's hierarchy of needs has this need as a foundation, to begin with.

A Biological and physical needs
B Safety needs
C Basic needs
D Recognition needs

(7 × 2) (14)

1.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

1.2.1 Documenting a problem is the same as writing a report.

1.2.2 A marketing plan is an action plan for a given period which is usually one year.

1.2.3 A supervisor of a Contact Centre can sometimes train the sales force when asked to do so.

1.2.4 The shareholders are classified as anyone who has any involvement with the complaint process.

1.2.5 Market segmentation is the division of the location into smaller suburbs.

(5 × 1) (5)
[19]

TOTAL SECTION A: 19

SECTION B

QUESTION 2

2.1 XYB is a Contact Centre company based in Pretoria. It is the Contact Centre of a very large and popular retail store. The company has a constant shortage of agents and intends to employ at least twenty agents during 2022. One of the requirements for the position is a matric certificate or a national vocational Level 4 certificate(NCV level 4). The position requires a person who can solve complaints: who possesses good communication skills; is fluent in English and Afrikaans and one of the African languages.The suitable candidate should have good knowlege of telephone etiquette and computer skills. computer skills.

XYB has five branches in Gauteng. XYB Contact Centres has to deal with a lot of complaints. You apply for a position in one of these branches. Prepare yourself by answering the questions below, some that you can expect in the interview.

2.1.1 Explain the TWO ways in which you could document a launched complaint by one of XYB's customers. (2 × 2) (4)

2.1.2 Mention THREE rules that you will apply to keep a complaining customer satisfied when you get the job. (3)

2.1.3 List TWO ways to keep management informed about the progress of the complaint. (2)

2.1.4 Mention TWO possible complaints that you can expect from the customers of XYB Contact Centre. (2 × 2) (4)

2.2 Give TWO reasons why a customer should know about the progress of a complaint. (2 × 2) (4)

2.3 Explain *internal parties.* (2)

2.4 Why would you establish a benchmark standard within a Contact Centre? (2)

[21]

QUESTION 3

3.1 Read the scenario below and answer the questions.

The country is in turmoil as a result of the pandemic. The covid-19 pandemic has hit the country and it is now in a bad state. People have lost their jobs. Houses have been repossessed. Some families are even struggling to put food on the table. The economy is in junk status. Good research can help boost sales and profit in the company where you work.

3.1.1 What are TWO values of research in the circumstances provided above? (2 × 2) (4)

3.1.2 Mention the effective method of research mostly used to conduct research. (2)

3.1.3 Provide the THREE advantages of the method of research mentioned in QUESTION 3.1.2. (3)

3.2 The fourth industrial revolution has made life easier and improved our lives.

Briefly explain the THREE elements of internet technologies that are used to gather data successfully. (3 × 2) (6)

3.3 The trend in marketing research has changed dramatically in the last few years.

What is *trend analysis*? (2)

3.4 Write FOUR questions an agent should ask to obtain information during marketing research. (4)

[21]

QUESTION 4

Look at the picture below and then answer the questions:



4.1 Contact Centre agents make contact every time they answer a call. They are the connection between the company and the clients.

4.1.1 Briefly discuss the FIVE elements to which these agents in the picture must adhere, that will assist the Contact Centre in functioning properly. (5 × 2) (10)

4.1.2 Name the FOUR functions of a Contact Centre that these agents in the picture are responsible for. (4)

4.2 Compare closed sales to unclosed sales. (2 × 2) (4)

[18]

QUESTION 5

5.1 Mention any THREE examples of performance standard data information that can be used to monitor the performance of Contact Centre agents. (3)

5.2 Define *control parameters.* (2)

5.3 Quality commitment is measured according to which THREE aspects? (3 × 2) (6)

5.4 Discuss how you would identify a sales opportunity when working in a Contact Centre in the Wholesale and Retail industry. (3 × 2) (6)

5.5 Why is it important to acquire relevant product information in a Contact Centre? Provide any TWO aspects. (2 × 2) (4)

[21]

TOTAL SECTION B: 81
GRAND TOTAL: 100

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