higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# MARKING GUIDELINE

## NATIONAL CERTIFICATE (VOCATIONAL)

## CONTACT CENTRE OPERATIONS
## NQF LEVEL 4

**28 November 2023**

**This marking guideline consists of 5 pages.**

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## SECTION A

## QUESTION 1

1.1 1.1.1 B
1.1.2 D
1.1.3 A
1.1.4 D
1.1.5 B

(5 × 2) (10)

1.2 1.2.1 True
1.2.2 False
1.2.3 True
1.2.4 False
1.2.5 False

(5 × 1) (5)
**[15]**

**TOTAL SECTION A: 15**

## SECTION B

## QUESTION 2

2.1 2.1.1
- Solving a customer complaint.
- Trying to reason with a difficult customer.
- Explain something to a customer. (Any 1 × 2) (2)

2.1.2
- Establish the nature of the complaint.- Customer has told the call centre that he has not been paid out for the accident
- Find the origin of the problem – while customer on hold, check the system and find the real problem
- Inform the superior of the situation. – keep the superior informed to what the progress is.
- Inform the customer of the next step – inform the customer what you will do and that you will give feedback on the matter
- Document the call and allocate a reference number - a note must be made on the system and a reference number must be given to the customer
- Complete a complaint report - - the date of the complaint, customer contact details, reference number and date the complaint was resolved should be noted.

(6 × 2) (12)

2.2
- By telephone
- By e-mail
- By logging complaints in a register or logging notes on the system (3)

2.3
- To assure the customer that something is being done about the complaint.
- To show a commitment by the company to resolve the issue. (2 × 2) (4)

2.4
- It is a vital part of having a good organisation.
- If there is no partnership between departments, the company would not function to the fullest.
- Having a partnership means that stakeholders understand the vision of the company.
- It helps create a good name for the company.
- It is a vital part of solving a complaint.
- If there is no partnership, there might be tension between staff members.

(Any 4 × 1) (4)
**[25]**

**QUESTION 3**

3.1 3.1.1 Market research/survey (2)

3.1.2
- Structured interviews might reduce flexibility.
- The deeper feeling of the interviewee cannot be probed well.
- Questions are limited to ones that provide short answers.

(3 × 2) (6)

3.1.3
- Target markets
- Product
- Distribution
- Promotion
- Pricing
- External factors
- Others, for example company image (Any 6 × 1) (6)

3.1.4
- To know who the customers are.
- To establish the location of the customers and how they can be contacted.
- To find out who the company is competing with.
- To learn the preferences of the customer.
- To price their products accurately. (Any 4 × 1) (4)

3.2 Trend analysis refers to the gathering of information and examining it to see patterns or trends. (2)
**[20]**

## QUESTION 4

4.1 4.1.1 Well trained agents.
Agents must be fluent in a range of languages.
Good working relationships between staff.
Tools needed to perform the tasks/functions.
(Any 2 × 1 ) (2)

4.1.2 Refers to a moral code of conduct or set of laws.✓ These laws govern how we should morally conduct ourselves in a dispute.✓
(2 × 1) (2)

4.2
- When an agent addresses customers appropriately, for example, as sir and ma'am.
- When speaking to customers in a professional manner using appropriate language.
- When an agent listens carefully to what the customer has to say.
- An agent never interrupts a customer.
- An agent never makes promises they cannot keep. (5)

4.3
- Someone who wants to work in a contact centre.
- Someone who wants to join a company as a customer.
- Decision makers at a company that does not have a contact centre. (3)

4.4
- Well-trained staff.
- Better customer service.
- Easy access to information.
- Builds relationships with customer and staff.
- Gives the company a good name.
- Provides direct access to someone professional (Any 4 × 1) (4)

**[16]**

## QUESTION 5

5.1
- To see how well the staff is performing and where things can be improved.
- To motivate and empower staff. (2 × 2) (4)

5.2
- How many calls should be taken per day.
- How long the agent should spend on a phone call.
- How many days it will take for written queries and telephonic queries to be attended to. (3)

5.3
- Control parameters refer to the information used to set the minimum limits for the performance standards. ✓✓
- It lays out the amount of slack you have before failing to meet the SLA. ✓✓

(2 × 2) (4)

5.4 5.4.1

- The company can start up an incentive programme that gives employees points for good performance reviews and achievements.
- These points can be accumulated and at the end of a year the staff members receive an incentive for the points that have accumulated during that period.

(1 x 2)

5.4.2

- The supervisor could acknowledge the achievements of the staff by making a general departmental announcement.
- By doing so you let all of the staff know how well their colleagues are doing.
- This improves the morale in the department and will give the staff member in question a good feeling that a big deal has been made about them.

(1 × 2)

(4)

5.5.1

- Affordable comprehensive house insurance.
- Comprehensive car insurance.
- Good cell phone insurance (under portable possessions). (3)

5.5.2

- The salesperson must be an active listener when dealing with a customer.
- The salesperson must pick up on any comments made by a customer.
- The salesperson must notice when sales opportunities arise during small talk over the phone between the agent and the customer.
- Sometimes the salesperson may receive a call from someone enquiring about a product or service and that opportunity should be used to convince the person.

(Any 2 × 1) (2)

5.5.3

- To avoid putting a customer on hold because you do not know the answer to a question.
- To give a good impression about yourself and the company. (2)

5.6

- Selling more than one product to a customer.
- A company may sell a cell phone contract and also sell insurance to cover the cell phone.
- Signing a company with 50 employees to your company. (Any 2 × 1) (2)

**[24]**

**TOTAL SECTION B: 85**
**GRAND TOTAL: 100**

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