higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 4

(10041034)

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09:00–11:00

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
CONTACT CENTRE OPERATIONS
NQF LEVEL 4
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. Use only a black or blue pen.
5. 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 (1.1.1–1.1.5) in the ANSWER BOOK.

1.1.1 When identifying the need of a customer …

A give the customer the whole range of what you are selling.
B allow the customer to tell you what they want and need.
C concentrate on all the activities of your company.
D make an assumption of what they want and need.

1.1.2 Generating multi-sales in a contact centre as per company-specific regulations and industry refers to …

A the layout of offices or workspaces in sales department.
B handling and dealing with correspondence.
C dress code chosen by sales managers.
D the way in which a product is sold in the company.

1.1.3 The purpose of a performance review is …

A to find out where staff members are not performing.
B to check mistakes of the company.
C to monitor employee's absenteeism.
D to complete a management report.

1.1.4 Review methods should …

A always be in writing.
B be explained to management.
C only be used by agents.
D be communicated to individuals.

1.1.5 The following is an example of a physiological need.

A water and electricity.
B water and food.
C food and school fees.
D shelter and beverages.

(5 × 2) (10)

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 It is complicated to identify a sales opportunity.

1.2.2 Product-related information can only be gained at training workshops.

1.2.3 Sales targets can be expressed in numbers as well as rand value.

1.2.4 Writing a report is another way of checking an agent's performance.

1.2.5 It is impossible to cross-sell products in a contact centre.

(5 × 1) (5)
[15]

TOTAL SECTION A: 15

SECTION B

QUESTION 2

2.1 Study the picture of an agent working for a car company below and then answer the questions:



[Source: *www.google/images.co.za*]

2.1.1 Briefly describe what the agent's body language tells you about his conversation with the customer. (2)

2.1.2 List and explain SIX steps the agent needs to follow to solve the customer's complaint. (6 × 2) (12)

2.2 Name the THREE most used ways in which stakeholders can be informed of the progress of the situation or complaint. (3)

2.3 Explain the importance of communication between customer and agent with regard to the outcome and progress of the complaint or problem. (2 × 2) (4)

2.4 Mention FOUR reasons for an organisation to establish a partnership with its stakeholders. (4)

[25]

QUESTION 3

Read the scenario below and answer the questions.

3.1

A newly established Auto spares company in Midrand, Gauteng, is looking for a call centre agent.

The company sells motor vehicle parts. Customers call in to order parts and sometimes to return incorrect orders. The company has other branches in the country but is not popular in townships. It is very important for a new company to market itself in and around the area where its target market is located.

The call centre agent will be part of the marketing division. It is very important that the suitable candidate should have a good marketing background. The manager/s will make use of the information gathered by this agent. They make their decisions on the particular product as well as the way forward for the company based on this information. It is of vital importance that the information must be accurate and was acquired by using valid methods. A business can rely on thorough research.

3.1.1 Which method can the company's agents use to gather data about its products? (2)

3.1.2 Discuss THREE disadvantages of the method mentioned in QUESTION 3.1.1. which may cause the company to lose income. (3 × 2) (6)

3.1.3 Name the SIX areas the agent of the Auto spares company must know in which marketing decisions must be made. (6 × 1) (6)

3.1.4 State any FOUR reasons for conducting research in the company. (4)

3.2 Define what *trend analysis* is. (2)

[20]

QUESTION 4

Study the information below and then answer the questions.

4.1 A contact centre is the forefront of any company. As a level 4 Contact Centre Operations learner, you are taught in class about professionalism in a call centre. Agents are supposed to be professional when working in a call centre as lack of good conduct will make the business lose clients. In every training session, agents will be instructed to perform role play during which they will practise how to act professionally.
Agents will learn about contact centre culture. The importance thereof is to gain insight into how agents and managers can work together to establish a good contact centre culture. In order to thrive in a contact centre, a happy environment should be created where everyone feels secured and at home.

4.1 To understand a good contact centre culture answer the two questions below:

4.1.1 Name TWO other elements except professionalism that is part of an efficient contact centre. (2 × 1) (2)

4.1.2 Discuss the meaning of contact centre principles. (2 × 1) (2)

4.2 State FIVE real-life situations where agents act professionally. (5)

4.3 Identify THREE kinds of people that can be persuaded of the advantages of a contact centre. (3)

4.4 With reference to the scenario above, state FOUR advantages of a good contact centre culture. (4)
[16]

QUESTION 5

Study the information below and answer the questions:

The most effective tool to measure how good or bad a company is performing is to monitor performance. The management must regularly do performance reviews to see where improvement is needed. ASB Contact Centre is worried about its performance. It has not been doing well for the past two years.

5.1 Briefly explain why a performance review should be conducted. (2 × 2) (4)

5.2 State THREE examples of the types of information provided in the Service Level Agreement. (3)

5.3 Briefly advise ASB Contact Centre what control parameters are and what their purpose or function is. (2 × 2) (4)

5.4 Employees deserve to be compensated for the good work they do.

Discuss the following methods of acknowledging an achievement.

5.4.1 Incentive points

5.4.2 Announcements

(2 × 2) (4)

5.5 Study the scenario below and answer the questions.

Working in the sales department of INSURE Contact Centre requires skills and knowledge. This contact centre deals with selling personal insurance. Salespersons must be well armed if they want to make enough sales. They must be able to spot opportunities in every place and space. To do that they also have to identify the needs of their target market.

5.5.1 Mention any THREE examples of needs of the clients who contact INSURE Contact Centre. (3)

5.5.2 How will a salesperson identify a sales opportunity? (2)

5.5.3 What is the purpose of understanding product-related information? (2)

5.6 How would you describe multi-sales in TWO simple points? (2)

[24]

TOTAL SECTION B: 85
GRAND TOTAL: 100

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