higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 3

27 November 2023

This marking guideline consists of 5 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	C		
	1.1.2	B		
	1.1.3	A		
	1.1.4	D		
	1.1.5	A		
			(5 × 1)	(5)
1.2	1.2.1	True		
	1.2.2	False		
	1.2.3	True		
	1.2.4	True		
	1.2.5	False		
			(5 × 1)	(5)
1.3	1.3.1	Alphanumeric		
	1.3.2	consistent		
	1.3.3	assistance		
	1.3.4	Traumatised		
	1.3.5	urgent		
			(5 × 1)	(5)
1.4	1.4.1	C		
	1.4.2	E		
	1.4.3	A		
	1.4.4	B		
	1.4.5	D		
			(5 × 1)	(5)
				[20]

TOTAL SECTION A: 20

SECTION B

QUESTION 2

2.1 2.1.1 Predictive dialler (1)

2.1.2 A computer system that automatically dials outbound calls (2)

2.1.3
- Dials customers automatically
- Monitors the answers to the calls it places
- Detects how the calls it makes are answered
- Discards unanswered calls
- Connects calls answered by people to waiting contact centre agents
- Saves time (Any 5 × 1) (5)

2.2 2.2.1
- Provides step by step details of what the contact centre agent should say to a customer
- Makes sure the contact centre agent is more confident when responding to customers
- Gives uniformity to the calls that take place at the contact centre (3 × 2) (6)

2.2.2
- Paper format
- Computer terminal (2)

2.2.3 Outbound calls are made from the contact centre to customers, while inbound calls are made to the contact centre by customers. (2 + 2) (4)

2.2.4
- To follow up on customer queries
- To ensure that customers are satisfied with the service they received
- To update customer details
- To return messages left by customers
- To run a campaign promoting a product or service
- To sell a product or service to customers (6)

2.3 2.3.1 Amount of money that a company makes from its business

2.3.2 A close or warm relationship with somebody in which you like, respect and understand each other

2.3.3 Time spent waiting for calls or customer contacts like email (3 × 2) (6)

[32]

QUESTION 3

3.1 There is fire in the wild and the fire brigade or firefighters are trying to extinguish it. (2)

3.2 Fire emergency (1)

3.3 112 is the emergency cellphone number in South Africa (1)

3.4
- People might need help right away.
- People might be involved in life-and-death situations.
- People might be in trouble.
- The sooner the call is answered, the sooner the caller will receive help. (4)

3.5 Life or property can be destroyed. (2)

3.6
- Accidents
- Criminal activities
- Fires
- Breakdowns
- Electricity outages
- House robberies
- Rape (Any 5 × 1) (5)

3.7
- How to open the call
- How to obtain essential information from the caller to enable help to be dispatched
- How to keep the caller calm
- How to keep the caller on the line until all relevant details have been obtained
- How to keep contact with the caller until help arrives (5)

[20]

QUESTION 4

4.1 To measure and monitor services across a range of areas (2)

4.2
- Call volume:✓ The number of calls the contact centre agent took in an hour✓
- Occupancy rate:✓ How many hours of the day the agent is busy taking calls✓
- Schedule adherence:✓ Agent attendance – whether they logged on timeously for their shifts and from breaks✓ (3 × 2) (6)

4.3
- Agents need to be occupied for five hours of their eight-hour shifts.
- Agents need to spend a maximum of 15 minutes talking to a customer.
- Agents should take 14 calls a shift.
- Agents should achieve customer satisfaction scores of 75% and above. (4)

[12]

QUESTION 5

5.1 A problem exists when there is a gap between what is and what should be. (2)

5.2
- Is the problem easy to deal with?
- Will the problem resolve itself?
- Is this my decision to make? (3)

5.3 An urgent problem demands immediate and prompt action, while an important problem deserves careful considerations. (2 + 2) (4)

5.4
Step 1: Define the problem.
Step 2: Analyse the cause.
Step 3: Identify and choose solutions.
Step 4: Identify and choose solutions in terms of the consequences.
Step 5: Plan actions.
Step 6: Monitor results. (6)

5.5 True (1)

[16]

TOTAL SECTION B: 80
GRAND TOTAL: 100

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