higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 3

(10041033)

27 November 2023 (X-paper)
09:00–12:00

This question paper consists of 9 pages.

361Q1N2327

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
CONTACT CENTRE OPERATIONS
NQF LEVEL 3
TIME: 3 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 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 A/An … requires one to dial a list of customer numbers physically.

A speed dialler
B outbound dialler
C manual system
D inbound dialler

1.1.2 After-sales work is done when …

A sales transactions are concluded within company-specific time frames.
B outbound telesales agents do some administrative work after the sale is closed.
C sales transactions are consistent with customers' requirements.
D the sale is appropriately confirmed.

1.1.3 … is an example of a procedure that a contact centre operator could follow when dealing with a caller who is coping with an injury.

A Ensuring that the caller has made the injured person as comfortable as possible
B Not easy to elicit information from the caller
C Important to obtain caller information
D Obtaining details of a caller

1.1.4 … are used in contact centres to measure and monitor services across a range of areas.

A Customer services
B Contact centre services
C Call services
D Service levels

1.1.5 Which ONE of the following is a common problem that South African contact centres are currently dealing with?

A A shortage of experienced agents and team leaders
B Performance measurements and metrics
C Attracting new customers and keeping existing customers
D Accurately sensing and responding to reactions

(5 × 1) (5)

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

1.2.1 The terms used to describe the two different ways of interacting with customers are 'inbound' and 'outbound'.

1.2.2 The number of calls resolved in initial contact is called 'call volumes'.

1.2.3 Using open and closed questions is an important tool to obtain caller information.

1.2.4 Service level measurement provides contact centres with feedback on how its agents are performing.

1.2.5 Feasibility means acting without thinking.

(5 × 1) (5)

1.3 Complete the following sentences by writing only the missing word or words next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

1.3.1 … refers to the combined set of all letters in the alphabet and the numbers 0 through 9 on a computer keyboard.

1.3.2 Each call placed by an outbound contact centre agent to a customer follows a similar and … process.

1.3.3 Emergency contact centres serve as the first point of contact between the victim of an emergency and a range of people who can provide …

1.3.4 ... means being in shock and afraid after having been injured.

1.3.5 A/An … problem is one that demands immediate and prompt action.

(5 × 1) (5)

1.4 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–I) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.4.1	Way of working in an organisation when everyone focuses on caring and serving the customer	A	private sector
		B	quality
1.4.2	Expressions used by a profession or group that are difficult for others to understand	C	service culture
		D	priority
1.4.3	Business part that is run by individuals and companies for profit	E	jargon
		F	machinery
1.4.4	Standard of something as measured against other things of a similar kind	G	service level
1.4.5	Being more important than something else	H	self-actualisation
		I	confidence

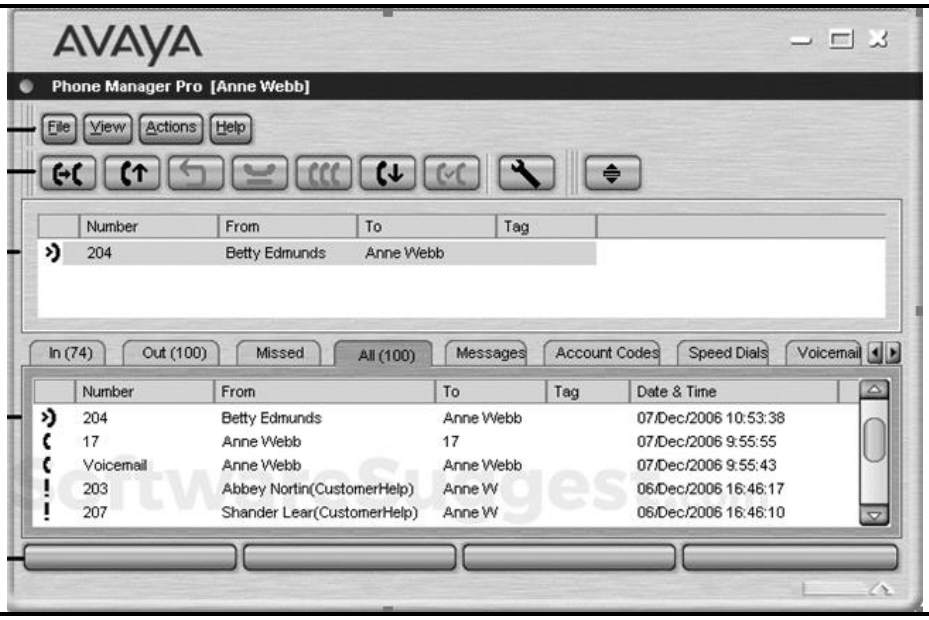
(5 × 1) (5)
[20]

TOTAL SECTION A: 20

SECTION B

QUESTION 2

2.1



2.1.1 Identify the type of system shown above. (1)

2.1.2 Explain the type of system identified in QUESTION 2.1.1. (2)

2.1.3 List FIVE benefits of the system identified in QUESTION 2.1.1. (5)

2.2

Agent:	Thank you for calling ABC Company. My name is Ashley. How may I help you today?
Customer:	I am calling because I received the wrong bill. I just paid my phone bill two days ago and my payment is not reflected in the bill.
Agent:	Sorry for the inconvenience, madam. May I have your account number, please?
Customer:	5340036548.
Agent:	For verification purposes, madam, please provide your name and birthdate.

2.2.1 Explain THREE purposes of using a script in a contact centre. (3 × 2) (6)

2.2.2 Name TWO ways in which contact centres can provide a script to its agents. (2)

2.2.3 Differentiate between *outbound calls* and *inbound calls* in a contact centre. (2 + 2) (4)

2.2.4 Give SIX reasons why contact centres use outbound calls. (6)

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2.3 Define each of the following contact centre terms:

2.3.1 Revenue

2.3.2 Rapport

2.3.3 Available time

(3 × 2) (6)
[32]

QUESTION 3



3.1 Describe the situation shown in the picture above. (2)

3.2 Which type of emergency is shown in the picture above? (1)

3.3 In case of the emergency indicated in QUESTION 3.2, which number would you dial if you are in South Africa? (1)

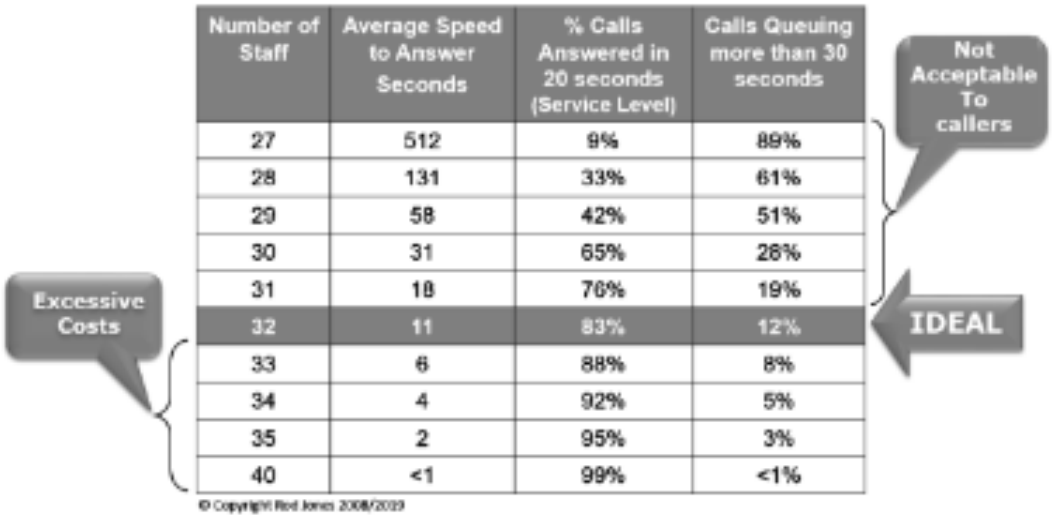
3.4 Give FOUR reasons why emergency calls should be answered timeously. (4)

3.5 What is the consequences of not responding to calls on time? (2)

3.6 List FIVE situations that may be classified as an emergency by a contact centre. (5)

3.7 List FIVE responses covered in an emergency contact centre. (5)
[20]

QUESTION 4



4.1 What is the purpose of a service level agreement? (2)

4.2 Explain THREE important factors used to measure service levels in a contact centre. (3 × 2) (6)

4.3 List FOUR clear targets that a contact centre may set for agents. (4)

[12]

QUESTION 5

Joyce works at Jay's Phone Shop. It is a shop that sells cellphones and it allows its customers to buy on credit. Joyce received a call from a customer complaining about the delivery of a wrong cellphone. The customer told Joyce that it has been about three weeks without getting any help. She asked Joyce if she can use the cellphone in the meantime because she has been waiting so long for them to come and collect the wrong cellphone. She also complained about the time that the shop is taking to correct the mistake made by one of its online sales agents. She further said that if takes one more week then she will cancel the contract because she is tired of waiting.

5.1 Briefly discuss the term *problem* according to Ulschak, Nathanson and Gilian. (2)

5.2 List THREE questions that Joyce should ask herself when she encounters a problem. (3)

5.3 Differentiate between *urgent problems* and *important* problems. (2 + 2) (4)

5.4 List SIX steps that Joyce could follow to solve a problem. (6)

5.5 Indicate whether the following statement is TRUE or FALSE by writing only 'True' or 'False' next to the question number (5.5) in the ANSWER BOOK.

Contact centre problems require input and involvement from various functions and management to ensure that they are effectively resolved. (1)

[16]

TOTAL SECTION B: 80
GRAND TOTAL: 100

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