higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 2

(10041032)

2 December 2020 (X-paper)
09:00–12:00

This question paper consists of 6 pages and 1 addendum.

185Q1N2002

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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. Start each question on a new page.
5. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 A difficult caller is a person who is reasonable and friendly.

1.1.2 Slouching can affect breathing.

1.1.3 Accuracy is vital in a contact centre.

1.1.4 Location is an important factor when selling products to organisations.

1.1.5 Contact centre agents do not need to keep their time frames to achieve set targets.

1.1.6 It is not possible to generate reports using customer databases.

1.1.7 Open-ended questions are answered with ‘yes’ or ‘no’.

1.1.8 Customer information must be regularly updated by contact centre agents.

1.1.9 Scheduled adherence is time spent waiting for a call.

1.1.10 The cost of a telephone call depends on where the call is made from.

(10 × 1) (10)

1.2 Complete the following sentences by choosing a word or words from the list below. Write only the answer next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

retrieve; shift; implement; engaged; rely; objective; log; database; empathise; indicate; customer satisfaction; script, multitasking

1.2.1 A telephone line that is in use is …

1.2.2 … is to make something happen.

1.2.3 To report a problem is to … a call.

1.2.4 A/An … is a goal.

1.2.5 To …is to depend on something.

1.2.6 Customer's rating of the service he/she receives through a call …

1.2.7 To … is to answer a call.

1.2.8 A … is a collection of customer information.

1.2.9 Being able to understand somebody else's feelings is to …

1.2.10 ... is being able to work on and complete more than one task at the same time.

(10 × 1) (10)

1.3 Briefly define the following concepts:

1.3.1 First-call resolution

1.3.2 Persevere

1.3.3 Service culture

1.3.4 Diversity

1.3.5 Etiquette

(5 × 2) (10)
[30]

QUESTION 2

You are given the following customer information to capture accurately. Verify and capture the information using the correct template.

Ms Debby Brown, who lives in 287 Rose Valley Crescent, Butterworth, ordered 52 comforters together with night frills. Butterworth is a small town in the Eastern Cape. Her work telephone number is 047 524 6219, her cellphone number 063 12327588, and her email address is dbrown@yahoo.com. Her account number is 438279TZ and the order number is 899.

2.1 Design a template with seven fields and capture the information correctly.
(7 + 1) (8)

2.2 Name THREE important steps in capturing data accurately. (3)

2.3 Describe FOUR ways in which radios can be used in a security contact centre. (3 × 2) (6)

2.4 The THREE main elements of a contact centre are …, … and … (3)
[20]

QUESTION 3

3.1 Read the following telephone conversation between Luyanda and Ana and answer the questions.

AGENT	Good morning, this is Luyanda speaking from Ezweni Communications Contact Centre. How may I assist you?
CUSTOMER	Good morning. You are speaking to Ana from Jet Retail Store. May I please speak to Mrs Matroos in connection to the products we ordered?
AGENT	Would you mind holding for few minutes? I will transfer you to Mrs Matroos.
CUSTOMER	No, I do not mind at all.
AGENT	I am sorry, Mrs Matroos is busy in a workshop. Can I take a message?
CUSTOMER	Kindly inform her that our order was short by 2 laptops and 1 overhead projector.
AGENT	I will tell her. Please give me your number.
CUSTOMER	My number is 021 983 1295
AGENT	Thank you. Enjoy your day.
CUSTOMER	Thank you.

3.1.1 Write Luyanda's telephone message on the attached form (ADDENDUM). (10)

3.1.2 Is Ana a customer or a newly employed agent? (2)

3.1.3 Explain data hygiene and give ONE reason why it is important. (3)

3.2 Imagine you are an agent at Lutho Technologies Contact Centre. You need to achieve the following service standard when retrieving customer calls: 80/20.

3.2.1 Explain what having to reach 80/20 means.

3.2.2 Name TWO factors that affect service standards in contact centres. (2 × 2) (4)

3.3 What is the purpose of networking in a contact centre? (1)

[20]

QUESTION 4

4.1 Read the following case study below and answer the questions.

> Stella is employed at BMW Contact Centre. She captures information of newly acquired customers and intends to do a follow-up with the customer on the accuracy of the data as well as the customer service delivery of the company.

Write an opening script Stella will use when she makes calls to the customers. (3)

4.2 Discuss TWO advantages of using scripting in calls. (2 × 2) (4)

4.3 State FOUR ways of developing a sales contact in contact centres. (4)

4.4 Which emotional buying motives can you use to motivate an individual to buy a product or service? (3)

4.5 What do you understand by the term *wrap time*? (1)
[15]

QUESTION 5

5.1 A difficult customer is a person who is rude and usually complains a lot.

Which THREE important points must be remembered when dealing with a difficult customer? (3 × 2) (6)

5.2 Name TWO ways in which each of the following communication equipment can be used professionally in a contact centre:

5.2.1 Headsets

5.2.2 Fax machine

(2 × 2) (4)

5.3 Briefly explain FIVE different ways of prospecting. (5)
[15]

TOTAL: 100

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ADDENDUM **EXAMINATION NUMBER:** | | | | | | | | | | | | | |

QUESTION 3.1.1

EZWENI COMMUNICATIONS CONTACT CENTRE

TELEPHONE MESSAGE

DATE: _____ TIME: _____

TO: _____

FROM: _____

COMPANY: _____

Telephoned ☐

Returned your call ☐

Left a message ☐

Requested that you call back ☐

Came to see you ☐

_____

_____

_____

_____

_____

MESSAGE TAKEN BY: _____

(10)

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