higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 2

(10041032)

12 March 2018 (X-Paper)
09:00–12:00

This question paper consists of 8 pages and 1 addendum.

NCV

TIME: 3 HOURS
MARKS: 150

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. Write neatly and legibly.

NCV

SECTION A

QUESTION 1

1.1 Complete the following sentences by using the words provided in the list below. Write only the word(s) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

call volumes; call resolutions; wrap time; IVR; changing an order; fax machine; CTI; Mike; lifestyle; data hygiene; Michael; e-mail; preferences; ACD; scripting

1.1.1 The amount of time you need to complete a task is called…

1.1.2 ... refers to the number of calls taken by an agent.

1.1.3 The … is a telephone-linked device used in a contact centre.

1.1.4 Keeping customer information accurate and up to date is called …

1.1.5 … assists the agent in opening, closing, and providing information on solving problems during a call.

1.1.6 … is an example of a follow-up procedure conducted by an agent.

1.1.7 The … is a device that distributes incoming calls to a specific group of terminals that agents use.

1.1.8 In the phonetic alphabet, the letter M stands for …

1.1.9 … is technology that enables on-screen phone control.

1.1.10 … are the habits, attitudes, tastes, moral standards and economic level of an individual or a group.

(10 × 1) (10)

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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 (1.2.1–1.2.10 in the ANSWER BOOK.

1.2.1 An advantage of PABX is that it cannot replace a person.

1.2.2 A hot desk deals only with computer-related problems.

1.2.3 Establishing rapport with the customer means to solve his/her problem.

1.2.4 Customer information must be regularly assessed to review buying trends.

1.2.5 Multitasking is a process whereby an agent deals with a variety of computer packages.

1.2.6 A telesales contact centre is an inbound call centre.

1.2.7 You may create as many fields as you like in a customer database.

1.2.8 Prestige is an example of an emotional buying motive.

1.2.9 Slouching affects the voice of the contact centre agent.

1.2.10 When selling to individuals, the customer's gender is important.

(10 × 1) (10)

1.3 Briefly explain the following concepts:

1.3.1 Multitasking

1.3.2 Service culture

1.3.3 Log a call

1.3.4 Critical or closest route

1.3.5 Prospecting

(5 × 2) (10)

TOTAL SECTION A: 30

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SECTION B

QUESTION 2

Peter works for a Vodacom contact centre. He is phoning customers to sell a new cell phone package that includes free airtime.

2.1 Write an opening script that Peter could use when contacting prospects. (4 × 1) (4)

2.2 A customer called to complain about a problem encountered on a feature of a phone. Write the steps that can be taken to solve this problem using the typical escalation procedure. (4 × 1) (4)

2.3 Formulate THREE closed questions that Peter could ask the prospective customers. (3 × 2) (6)

2.4 Which FOUR guidelines are important to Peter when putting customers on hold? (4 × 2) (8)

2.5 Briefly specify FOUR advantages of telesales. (4 × 2) (8)

[30]

QUESTION 3

3.1 You work as an agent at a Cell C contact centre. You have received a list of prospects to call in order to sell your new product, the 'Samsung Galaxy S8' cellphone. The target market is young, fashionable people who are holding down their first jobs.

State ANY SIX fields of information that can be captured by a contact centre agent. (6)

3.2 You are instructed by your manager, Mrs A Donalds, to send an urgent fax to Yolanda van Zyl. You need to inform her that all her insurance claims have been paid and a claim statement will be posted to her within five working days. Fax number 086 114 2783. If she wants further information, she must call Mrs Donalds at 011 786 2578. (8)

Use the above information to complete the attached fax form on the ADDENDUM (attached).

3.3 Why is it important for contact centre agents to use scripts when making calls? Provide TWO reasons. (2 × 2) (4)

3.4 Write THREE follow-up procedures that will be part of your work at the Cell C contact centre. (3 × 2) (6)

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3.5 As an agent, you speak continually over the telephone and therefore you must concentrate on your voice**.**

Briefly discuss any THREE aspects of the voice you should take into consideration when speaking to a customer over the telephone. (3 × 2) (6)

[30]

QUESTION 4

Read the following scenario and answer the questions.

Monica is an agent for the call centre of the FIFA World Cup Final South Africa. She does not know how to use the system accurately. She has a friendly personality, but talks too much to the customers. She also takes long to assist the customer and makes mistakes when selling tickets.

The previous day, she sold a ticket for a match at Nelson Mandela stadium on March 2017, but the customer`s request was for the game in Bloemfontein stadium on the very same date.

Michael, the supervisor, has just received a complaint from the customer who was very rude, angry and difficult. The customer had to stay on the line for more than 30 minutes while Monica changed his ticket details. Changing ticket details should take an agent approximately three to five minutes.

4.1 List THREE types of information that Monica will require from the customer in order to make changes. (3 × 2) (6)

4.2 Determine FOUR important components of the contact centre in the scenario above. (4 × 1) (4)

4.3 Describe FOUR steps that Monica needs to follow when verifying customer details. (4 × 2) (8)

4.4 Describe TWO security procedures that are necessary in a contact centre. (2 × 2) (4)

4.5 Identify FOUR ways of inputting data into the contact centre computer. (4 × 2) (8)

[30]

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QUESTION 5

A customer dials the Old Mutual contact centre to enquire about life cover. The customer must respond to an IVR and make the appropriate choice in order to speak to an agent about a hospital plan. The enquiry is answered by Moses.

5.1 Draw and label the DIAGRAM that shows how the calls should flow in a contact centre. Label the DIAGRAM correctly, using arrows. (5 × 1 +1) (6)

5.2 A contact centre has to have systems and procedures in place.

Give TWO reasons why systems and procedures in a contact centre should be seen as important. (2 × 1) (2)

5.3 Verify the following information for cameras. Choose from the list below THREE customers that could be possible clients.

Construct a database and complete the relevant customer information in your ANSWER BOOK. Make sure you create all the necessary fields and add a field for method of payment. Also indicate how the customers would pay.

Zandile Jones, female, 20, student, part-time job, 073 8038259

Mary Lee, female, 59, grandmother, lecturer TVET college, 083 675 2278

Siyasanga Ntlebi, male, 15, highschool student Ulwazi Secondary, 063 727 5932

Debora Fraser, female, 65, sales manager, 061 652 4466

Mongezi Saules, male, businessman, 52, 074 654 1232

Anthea Rose, female, 18, Grade 12, 084 654 9752

(5 × 3) (15)

5.4 Identify FOUR ways that can help keep the contact centre agent updated about the contact centre's products. (4 × 1) (4)

5.5 What do you understand by the term 80/20? (1)

5.6 Briefly explain what you understand by business applications or systems. (2)

[30]

TOTAL SECTION B 120

GRAND TOTAL: 150

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EXAMINATION NUMBER:

ADDENDUM A

FAX FORM

QUESTION 3.2

To:		From:	
Fax:		Pages:	
Phone:		Date:	
RE:			
Urgent:			

Message:

Agent's name:

SUBMIT THE FAX FORM WITH YOUR ANSWER BOOK. (8)

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