higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 2

XX February 2020

This marking guideline consists of 5 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	C		
	1.1.2	D		
	1.1.3	B		
	1.1.4	A		
	1.1.5	B		
			(5 × 2)	(10)
1.2	1.2.1	Customer database		
	1.2.2	Communication equipment		
	1.2.3	Talk time		
	1.2.4	Log		
	1.2.5	Slouching		
			(5 × 2)	(10)
1.3	1.3.1	False		
	1.3.2	True		
	1.3.3	False		
	1.3.4	False		
	1.3.5	False		
	1.3.6	False		
	1.3.7	True		
	1.3.8	True		
	1.3.9	True		
	1.3.10	True		
			(10 × 1)	(10)
				[30]

TOTAL SECTION A: 30

SECTION B

QUESTION 2

2.1
- Verifying data against source information
- Identifying inaccuracies
- Rectifying incorrect details (3 × 2) (6)

2.2 Make sure that there is paper on the tray.
Fix paper jams.
Ensure that the machine is in a good working order before you leave.
Reset the machine if you have made changes. (Any 2 × 2) (4)

2.3
- Inbound calls are calls that are made to a contact centre.
- Outbound calls are when people working at a contact centre are calling the public. (2)

2.4
- It is fast✓ – You can communicate with five to fifteen customers within an hour.✓
- Cheap✓ – You do not have to travel.✓
- Convenient✓ – Customers prefer to talk to a live telesales agent.✓
- Predictable✓ – You can measure the number of calls that you have made.✓ (4 × 2) (8)

[20]

QUESTION 3

3.1 See the ADDENDUM (attached). (10)

3.2
- Ensure the spelling and grammar are correct.
- Ensure that the documents are clear and to the point.
- Ensure that the letter is on the correct letter head.
- Ensure that all correspondence is according to the company's procedures.

(4 × 2) (8)

3.3
- Knowing the keyboard is essential when it comes to speed when capturing data.
- Good tying skills are a necessity as they lead to efficiency and accuracy when inputting data.
- Check accuracy in inputted data in order to identify errors and fix them.
- Having an eye for detail is essential as it leads to efficiency and capturing of relevant data.
- Picking up of errors is a skill which prevents inaccuracies. (5 × 2) (10)

3.4
- Security tags, cards or codes which ensure that doors are locked and only authorised employees can enter the contact centre.
- Individual passwords and security codes for each contact centre agent that allows them to log in to the computer. (Any relevant 2 × 1) (2)

[30]

QUESTION 4

4.1 4.1.1 Supervisor – so that he/she can communicate with the contact centre to evacuate the building. (1)

4.1.2
- Remain as calm as possible.
- Question the caller to try and establish what lead to the threat.
- Do not get involved in an argument.
- Decide what actions need to be taken.
- Refer the matter to your manager. (Any 2 × 1) (2)

4.2 4.2.1
- Put the customer at ease.
- Stop talking.
- Indicate that you want to listen.
- Remove any distraction.
- Don't interrupt.
- Listen with an open mind.
- Indicate that you are interested. (Any suitable 5 × 1) (5)

4.2.2
- Age
- Gender
- Income level
- Geography
- Lifestyle
- Buying motives (6)

4.3
- Nadia Zeeman✓ can use debit order or cash✓
- Lolwethu Jingqi✓can use cash or pay by instalments✓
- Busisiwe Lokhwe✓ can pay by instalments✓ (3 × 2) (6)

[20]

TOTAL SECTION B: 70
GRAND TOTAL: 100

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

QUESTION 3.1

BCM CONTACT CENTRE

TELEPHONE MESSAGE

DATE: Examination date✓ TIME: Time the paper is written✓

TO: Mrs Prince✓

FROM: Kwezi Daweti✓

COMPANY: Fashion Fushion Retail store ✓

TELEPHONE NUMBER: 043 704 9286 ✓

Telephoned:✓	x
Returned your call:	
Left a message:	
Ask to phone back:	
Came to see you:	

Actual message: Mr Daweti is complaining about the shortage of equipment they ordered from BCM. They only received 3 of the 6 laptops.✓✓

MESSAGE TAKEN BY: Nathi✓ (10)

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