higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 2

(10041032)

22 November 2018 (X-Paper)
09:00–12:00

This question paper consists of 8 pages.

NCV

Copyright reserved

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 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 When a call centre agent answers the telephone in the same way every time a call is made, it is called …

A scripting
B interacting
C escalating
D prospecting

1.1.2 The … method gathers statistical information based on responses or answers of sample groups of people.

A demographic
B qualitative
C prospective
D quantitative

1.1.3 … is a term used when collecting customer information.

A Packages
B Data hygiene
C Operating procedures
D Database

1.1.4 An agent in the contact centre uses a computer to record, find and change information.

This is called …

A Sales contacts
B Inbound contact centre
C Data capturing
D Prospective buying

1.1.5 In … a certain number is dialled and voice prompts are then followed.

A voice over internet protocol
B predictive dialling
C automatic call distribution
D interactive voice response

(5 × 2) (10)

NCV

1.2 Rearrange the following steps of the prospecting method in the correct order:

- Identify prospects and plan a follow-up strategy.
- Use good quality prospects to refer other prospects.
- Call prospect using a scripted call.
- Prospecting calls should not be long.
- Ensure that the sales contact list is of high quality. (5 × 1) (5)

1.3 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

1.3.1 *Filtering information* means you remove unwanted data.

1.3.2 The telephone communication system has to be reliable before a call centre can be started.

1.3.3 *Software* refers to the machines used in computing.

1.3.4 In the phonetic alphabet *W* stands for Whisky.

1.3.5 An agent will write an e-mail during wrap time.

1.3.6 *Hardware* refers to the programs and other operating information used by a computer.

1.3.7 The contact centre is the first point of contact with the organisation for clients and customers.

1.3.8 Prestige is an example of an emotional buying motive.

1.3.9 The Netcare Contact Centre is an example of an inbound contact centre.

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

(10 × 1) (10)

1.4 Choose the correct words from those given in brackets. Write only the words next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.

1.4.1 (Soft phone/Retrieve) means to answer a call.

1.4.2 Facts and statistics are known as (bytes/data).

1.4.3 (Slouching/Engaging) is to sit with shoulders bent forward.

1.4.4 (MS Word/Ms Excel) is computer software used to create spreadsheets.

1.4.5 (Prospects/Etiquette) are formal rules of behaviour for people to follow in a particular profession.

(5 × 1) (5)

[30]

TOTAL SECTION A: 30

Copyright reserved

SECTION B

QUESTION 2

2.1 Study the product in FIGURE 1 below and answer the questions.



FIGURE 1

2.1.1 Identify the equipment in FIGURE 1 above. (1 × 2) (2)

2.1.2 Your college bought the equipment above.

What type of buying motive will apply in the purchasing process? Motivate your answer. (1 × 2) (2)

2.1.3 How will you maintain or look after this piece of equipment? (3 × 2) (6)

2.2 What do customer queries often require the Contact Centre agents to do? (3 × 2) (6)

2.3 Describe THREE ways in which radios can be used in security contact centres. (3 × 2) (6)

2.4 Briefly discuss what an agent must do when verifying data. (4 × 2) (8)

[30]

QUESTION 3

3.1 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–F) next to the question number (3.1.1–3.1.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1.1	Route	A	a range of things that are very different from each other
3.1.2	Critical	B	a call going out of a contact centre
3.1.3	Outbound	C	emptying a building or buildings of people in an emergency
3.1.4	Diversity	D	extremely important
3.1.5	Evacuation	E	pathway
		F	a call coming in to the contact centre

(5 × 1) (5)

3.2 Solomzi is working for Delta Contact centre. He attended a thorough training session before he started working as an agent. During a workplace visit you are given an opportunity to observe him while he is answering the calls.

State FOUR steps Solomzi will follow to transfer a call. (4 × 1) (4)

3.3 Name FOUR steps Solomzi will take when preparing to answer a call. (4 × 1) (4)

3.4 When selling products, a sales contact list or network needs to be developed.

Briefly describe THREE ways to develop a sales contact list. (3 × 2) (6)

3.5 Briefly discuss THREE advantages of using the telephone as a communication tool in contact centres. (3 × 2) (6)

3.6 Nandipha works for FNB as a senior call centre agent. She assesses customer profiles.

Name FIVE factors she analyses regularly in the banking sector. (5 × 1) (5)

[30]

QUESTION 4

4.1 Study the database of Old Mutual Telesales Contact Centre below and answer the questions that follow.

Name	Address	E-mail	Product	Payment	Follow up
L Maliwa	23 Volerie Extention East London	lmaliwa@websurfer.co.za	Laptop	R4 950	E-mail contract
Z Kuphelo	1295 NU 14 Bisho Heights	zkuphelo@yahoo	Printer	R3 999	Send invoice
R Reeder	37 Beacon Valley Port Elizabeth	reederr@mtn.com	15 Flash disks	R1 295	Collect order
I Lekgetho	PO Box 2537 Gugulethu Cape Town	Ilekgetho@webmail	Laser Jet Photocopier	R12 750	Deliver product

4.1.1 Accurate input of data is very important within the contact centre.

Discuss any FOUR skills Old Mutual Telesales Contact Centre agents should have to capture customer information accurately. (4 × 2) (8)

4.1.2 Give and explain FOUR reasons why telesales is the quickest and easiest form of selling the products mentioned above. (4 × 2) (8)

4.1.3 Which SIX factors will be considered by the Old Mutual Telesales Contact Centre when selling the products above to big organisations? (6 × 1) (6)

4.2 An agent must respond to a customer query or problem via a fax machine but the machine is faulty.

Explain THREE steps in the procedure that should be followed when reporting malfunctioning equipment. (3 × 2) (6)

4.3 Explain why it is important for contact centre agents to be accurate when using any computer package in a contact centre. (2 × 1) (2)

[30]

Copyright reserved

QUESTION 5

Read the case study below and answer the questions.

Pamela is employed at MTN Contact Centre. She communicates with customers using different types of equipment. She captures customer information and follows up on customer queries. The accuracy of data is the critical part of her work. She has to stay up to date with products and service delivery.

5.1 Write an opening script that Pamela can use when she makes calls to customers. (3)

5.2 Suggest at least FOUR ideas Pamela can use to keep her knowledge of products up to date and accurate. (4 × 2) (8)

5.3 Discuss FOUR reasons why agents usually call customers from the MTN Contact Centre. (4 × 1) (4)

5.4 According to the Service Level Agreement you need to achieve a service standard of 80/20 when retrieving calls.

Explain the term 80/20. (1 × 2) (2)

5.5 How can you protect a contact centre from unauthorised people entering the building? (3 × 1) (3)

5.6 From time to time contact centre agents deal with difficult calls and emergency calls. Each contact centre will have its own procedures to follow when dealing with these situations.

Give FIVE guidelines you should follow when dealing with an emergency. (5 × 2) (10)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

Copyright reserved