higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 2

(10041032)

22 November 2019 (Y-Paper)
13:00–16:00

This question paper consists of 7 pages.

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TIME: 3 HOURS
MARKS: 100

INSTRUCTIONS AND INFORMATION

1. Read ALL the questions carefully.
2. Answer ALL the questions.
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. Choose the answer and write only 'True' or 'False' next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 Captured data must always be relevant.

1.1.2 To have clear knowledge about your product you do not have to read product manuals.

1.1.3 Contact centre agents should ask good quality prospects to refer other prospects.

1.1.4 Agents can verify data against source information.

1.1.5 Customer Telephone Integration is designed to keep information of contact centre agents.

1.1.6 Sales contacts and networks are assessed and qualified against the customer profile to identify prospective customers.

1.1.7 Telesales refer to all sales processes that take place over the phone.

1.1.8 Etiquette is the formal rules of behaviour for people to follow in a particular profession.

1.1.9 Agents should not consider relevant information when capturing the information of a client.

1.1.10 Contact centre agents can also use fax messages, electronic mail or SMS's to communicate with customers.

(10 × 1) (10)

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

sales contact; evacuate; malfunction; support team; persevere; statistical; scripted; Lima; schedule adherence; talk time; essential; printer; maintained

1.2.1 A … are people provide information technology support by using structured processes and procedures to manage calls and queries.

1.2.2 … refers to someone to whom products or services could be sold.

1.2.3 … means very important.

1.2.4 A … is a machine used to print documents from a computer.

1.2.5 … facts use numbers to relate and represent facts or explain a particular situation.

1.2.6 People have to mobilised to … a building in an emergency.

1.2.7 Equipment is … when it is not functioning effectively or not working at all.

1.2.8 Equipment is ... properly to kept it in good working order.

1.2.9 … is the phonetic alphabet for the letter L.

1.2.10 When something is … it is written out and used as a guide.

(10 × 1) (10)

1.3 Briefly explain the following terms:

1.3.1 Inbound

1.3.2 Schedule adherence

1.3.3 Proactive

1.3.4 Induction

1.3.5 Systematically

(5 × 2) (10)
[30]

TOTAL SECTION A: 30

SECTION B

QUESTION 2

2.1 Kungawo is working in a contact centre. This contact centre specialises in different computer packages. Compile a customer profile based on the product. Take into consideration the following factors and give a substantial reason for each answer.

2.1.1 Age

2.1.2 Gender

2.1.3 Income

(3 × 2) (6)

2.2 Describe TWO computer packages used in contact centres. (2 × 2) (4)

2.3 State the SIX most important customer information an agent must capture. (6)

2.4 Name the FOUR factors that should be considered when selling to an organisation or business. (4)

[20]

QUESTION 3

3.1 Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–E) next to the question number (1.3.1–1.3.4) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1.1	The part/s something is made of	A	Excel
3.1.2	To report a problem	B	component
3.1.3	A computer software package used to create spreadsheets	C	log
3.1.4	A variety of things, opinions or cultures	D	Microsoft
		E	diversity

(4 × 1) (4)

3.2 Read the information below and answer the questions.

Pretty is a newly appointed contact centre agent at Renault Services Contact Centre. She deals mostly with customer telesales and queries. She mainly targets business people in the private sector. Renault Services Contact Centre consists of 10 agents.

3.2.1 Briefly explain to Pretty THREE steps she can follow when transferring a call. (3 × 2) (6)

3.2.2 Draw up and label a diagram to explain to Pretty the call flow process. (6 × 1 + 1) (7)

3.3 What do you understand by the term *contact centre*? (3)
[20]

QUESTION 4

4.1 The computer telephone integration system is essential for communicating with customers. Agents therefore need to ensure that it is always in a good working order.

State TWO ways in which headsets should be maintained. (2 × 1) (2)

4.2 Why is it necessary for contact centre agents to use the most efficient way to capture client information? (2)

4.3 Complaining customers are often unreasonable, rude and nasty when phoning.

Explain TWO things to consider when dealing with a difficult customer. (2 × 2) (4)

4.4 Name THREE ways in which a contact centre agent can improve his/her product knowledge. (3)

4.5 State TWO things an agent should do to win new customers for the contact centre. (2)

4.6 Name and explain ONE target time or time frame that should be utilised in a contact centre to make the centre more efficient. (2)
[15]

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QUESTION 5

5.1 Contact centre agents also have to communicate sometimes in writing.

Briefly discuss THREE important points to show professionalism when using written communication. (3 × 2) (6)

5.2 Why are systems and procedures important in a contact centre? (1)

5.3 Describe TWO ways in which radios can be utilised in security contact centres. (2)

5.4 Name TWO things an agent needs to do when verifying customer details. (2 × 2) (4)

5.5 Define *data hygiene* and give ONE reason why this is important. (2)

[15]

TOTAL SECTION B: 70
GRAND TOTAL: 100

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