higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS

(First Paper)

NQF LEVEL 3

(10041033)

7 December 2020 (X-paper)
09:00–12:00

This question paper consists of 8 pages.

333Q1N2007

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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. Use only a black or blue pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 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 (1.1–1.5) in the ANSWER BOOK.

1.1 Which ONE is the best reason for using outbound contact centres?

A Updating customers' cellphone contract information
B Returning a message left by a customer
C During the process of buying a bed
D In job hunting

1.2 To capture information accurately, agents need to…

A know their workplace.
B have good working skills.
C have good typing skills.
D be able to pick up messages.

1.3 Which information must be gathered during an emergency?

A The caller's contact number
B The caller's spouse's name
C The emergency contact details
D The caller's employment

1.4 One of the steps of the six-step problem-solving model is …

A the problem.
B analysing the causes.
C synchronising the problem.
D finding a solution.

1.5 Select one phrase that does not fit:

A Emergency call centres
B Trauma call centres
C Outbound call centres
D Stress call centres

(5 × 1) **[5]**

QUESTION 2

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1–2.5) in the ANSWER BOOK.

2.1 One of the reasons for working in a contact centre is to increase living standards.

2.2 Emergency contact centres help in terms of emergency situations, even if a person is deceased.

2.3 Agents are required to follow the script all the time, even if customers are difficult.

2.4 The current situation at ESKOM is not a threat to contact centres.

2.5 Advice and support will enable agents to work autonomously.

(5 × 1) **[5]**

QUESTION 3

Complete the following sentences by writing only the missing word or words next to the question number (3.1–3.5) in the ANSWER BOOK.

3.1 In an … call centre, there are no detailed greetings.

3.2 Each contact centre has its own set of policies, procedures and … that should be implemented.

3.3 When placing an outbound call to customers, agents must respond in a … manner.

3.4 After information has been collected and evaluated, you … it.

3.5 Calls should always be completed in specific … (5 × 1) (5)

[5]

TOTAL SECTION A: 15

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SECTION B

QUESTION 4

Study the scenario below and answer the questions.

One of the challenges of working in an outbound contact centre is to meet sales targets. You must deal with difficult customers, who at times swear at the agents and even throw down the phone. You work for IQ Insurance company. You must sell car insurance to motorists. You must work long hours, and sometimes even work on weekends. You must adhere to company's policies and procedures. You need to create a positive first impression every time you place a call. A lot of time is spending on preparing your questions for customers. You also need to know exactly what information you must provide when speaking to the customers. Constant reporting to the team leader or supervisor is also part of your daily routine.

4.1 Write a short script for placing an outbound call when selling insurance to motorists. (8 × 1) (8)

4.2 State SIX questions that agents should write down to prepare for placing a call to their customers (6 × 2) (12)

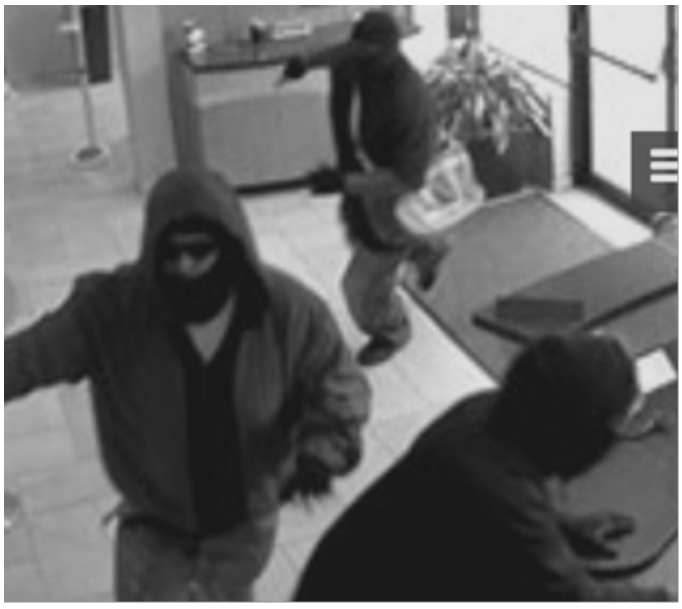
4.3 In which THREE written documents will you find specific requirements on how to place outbound calls? (3 × 2) (6)

4.4 Give TWO reasons for choosing a predictive dialler for your contact centre. (2 × 2) (4)

[30]

QUESTION 5

Study the picture below and then answer the questions.



5.1 Briefly discuss the situation in the scenario above and identify the type of emergency. (3)

5.2 As an agent, which FOUR bits of information would you collect in this emergency? (4 × 1) (4)

5.3 Discuss any SIX procedures that the contact centre operator could follow when dealing with the caller who is helping the injured person. (6 × 1) (6)

5.4 Give THREE other procedures agents would need to follow in terms of logging information. (3 × 1) (3)

5.5 Briefly explain how you would open a call in this type of emergency above. (3)
[19]

QUESTION 6

6.1 Read the passage below and then answer the questions

> Contact centres are highly competitive, as the total service delivery is being shifted to electronic communication. It is understandable that it can be very effective, and it will save much time for businesses. Service can be extended to a great number of customers. The fact is that the responsibility lies totally on the shoulders of the agents. They become the face of the business, although they cannot be seen. The agents must now deliver customer service via telephone and other electronic media and cannot rely on aspects like eye contact and facial expressions. Therefore, all contact centres have service levels in place in order to compete in the modern world of today.

6.1.1 What are the main TWO reasons for service levels in contact centres? (2)

6.1.2 Explain by giving examples how SIX service levels will measure efficiency in the performance output of an agent. (6 × 2) (12)

6.2 What is meant by 80:20 in terms of a contact centre? (1 × 2) (2)
[16]

QUESTION 7

Study the scenario below and answer the questions.

Agents should be trained on how to deal with customers, and how to handle customers' complaints. One of the principles of working with customers, is that customers are always right. There can be a lot of conflict between agents and customers. Problem-solving is part of agent development programmes where they are coached in problem-solving skills. One finds a lot of support in contact centres. It starts with the team leaders.

7.1	Name FOUR situations that alert us to a possible problem in a contact centre.	(4 × 2)	(8)
7.2	Discuss the THREE causes of a problem.	(3 × 2)	(6)
7.3	Which TWO aspects should always be kept in mind when giving advice to the agents?	(2 × 2)	(4)
7.4	How will you identify potential improvement?	(1 × 2)	(2)
			[20]

TOTAL SECTION B:	**80**
GRAND TOTAL:	**100**

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