higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 3

(10041033)

9 March 2018 (X-Paper)
09:00–12:00

This question paper consists of 5 pages.

NCV

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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. 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 (1.1.1–1.1.5) in the ANSWER BOOK.

1.1.1 Machinery on a construction site is an example of an emergency.

1.1.2 Hoax calls made by children are not a criminal offence.

1.1.3 Free education is an example of a well-established contact centre.

1.1.4 Specific scripting is used for all sales transactions.

1.1.5 Service levels are used to monitor the performance of the contact centre agent.

(5 × 1) (5)

2.1 Define the following terms:

1.2.1 Team leader

1.2.2 Wrap time

1.2.3 Inbound call centre

1.2.4 Benchmark

1.2.5 Service-level agreement

(5 × 2) (10)
[15]

TOTAL SECTION A: 15

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SECTION B

QUESTION 2

2.1 Koketso works at the 10111 Emergency Contact Centre. She is required to follow the standard operating procedure of emergency call centres.

2.1.1 Explain how Koketso should open a call when an emergency is reported. (2)

2.1.2 Write a paragraph to explain to Koketso which FIVE factors will determine what kind of assistance she will send to the emergency. (5 × 2) (10)

2.2 Below is the information of the Zama Zama Contact Centre. This is a contact centre for an online store. The team leader is Bongani Mapela.

The service levels of this contact centre are as follows:

Talk time: 8 min
Wrap time: 6 min
Customer satisfaction: 90 %

AGENTS	TALK TIME	WRAP TIME	CUSTOMER SATISIFACTION
Tebatso	09:15 min	06:00	92%
Thembi	10:02	04:00	75%
Lucky	17:01	07:01	63%
Annah	07:55	03:57	50%
Zakes	12:29	08:00	45%

2.2.1 Analyse the information and evaluate the agents against the service levels of the Zama Zama Contact Centre. (10)

2.2.2 Give advice and support to Lucky. (5)
[27]

QUESTION 3

Your team leader asks you to do an assignment on South African contact centres.

3.1 Identify any SEVEN problems South African contact centres face. (7 × 2) (14)

3.2 Name any THREE types of contact centres found in South Africa. (3 × 2) (6)
[20]

QUESTION 4

You are a sales consultant who works in a contact centre. The equipment in the picture is one of the latest items in your new brochure. Your contact centre has an experienced sales manager. You contact your potential customers by making outbound calls.



4.1 Explain in detail how you will work through the SIX steps of the selling process when you want to sell this equipment to a client. (6 × 2) (12)

4.2 Do a SWOT analysis of the contact centre where you work. You may make up your information. (4 × 2) (8)
[20]

QUESTION 5

Before you place a call to a customer, you have to think and plan carefully how you will manage the call.

Compile a checklist with NINE questions to guide you through this call. (9 × 2) **[18]**

TOTAL SECTION B: 85
GRAND TOTAL: 100

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