higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 3

XX February 2020

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	D		
	1.1.2	C		
	1.1.3	D		
	1.1.4	B		
	1.1.5	C		
			(5 × 1)	(5)
1.2	1.2.1	False		
	1.2.2	True		
	1.2.3	True		
	1.2.4	True		
	1.2.5	False		
			(5 × 1)	(5)
1.3	1.3.1	Helpfulness		
	1.3.2	absenteeism		
	1.3.3	outbound/telesales		
	1.3.4	manual		
	1.3.5	Courtesy		
			(5 × 1)	(5)
1.4	1.4.1	dispatch		
	1.4.2	criteria		
	1.4.3	focus		
	1.4.4	multiskilled		
	1.4.5	pre-empt		
			(5 × 1)	(5)
				[20]

TOTAL SECTION A: 20

SECTION B

QUESTION 2

2.1 2.1.1 Blended contact centre (2)

2.1.2
- first name
- Title
- Surname
- Contact number (4)

2.1.3
- Calm, walls not painted too bright
- Good lighting
- Air ventilation
- Decoration of plants and fish tanks to create less stress

(Any 2 × 2) (4)

2.2 2.2.1
- Keyboard knowledge
- Good typing skills
- Accuracy of inputting
- Focus on details and picking up errors (Any 3 × 2) (6)

2.3
- Certain abbreviations
- Capital letters only
- No capital letters
- No symbols
- Special symbols (Any 3 × 2) (6)

2.4
- Take time to doublecheck what has been captured
- Pay attention to details
- Ensure that data is accurate and in the required format
- Identify mistakes (Any 3 × 1) (3)

2.5
- Cheap
- Fast
- Convenient
- Predictable (Any 2 × 1) (2)

2.6
- Plan your selling to prevent objections
- Adopt the right attitude
- Find the real objection
- Do not overreact or argue (Any 3 × 1) (3)

[30]

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QUESTION 3

3.1 3.1.1 Any unexpected event or accident (1)

3.1.2
- Ambulance
- Police
- Fire brigade (3)

3.1.3 Amabutho contact centre,✓ what is your emergency?✓ (2)

3.2
- Caller's name and contact number
- Caller's location
- Details of what happened (3)

3.3
- Ensure the caller has made the injured person as comfortable as possible.
- Ask questions about the nature of the injury.
- Ensure that the caller does not move the injured person.
- Ask the caller to wait for the arrival of the ambulance.
- Ask the caller to take photographs of the accident scene. (Any 3 × 1) (3)

3.4
- Logging information
- Despatching an ambulance
- Communicating with the emergency service team in the ambulance
- Escalating the call if appropriate (4)

[16]

QUESTION 4

4.1 4.1.1 To measure and monitor service across a range of areas (2)

4.1.2
- Talk time
- Time to answer or average speed to answer
- Abandon rate
- Wrap time
- Average handling time
- First contact resolution
- Customer satisfaction (Any 5 × 1) (5)

4.1.3
- Call centre managers
- Team leaders (2)

4.2
- Efficiency measurement✓– like wrap time, talk time✓
- Quality measurement✓ – such as customer satisfaction first contact resolution✓ (2 × 2) (4)

4.3
- Find the cause.
- Take remedial action. (2 × 2) (4)

[17]

QUESTION 5

5.1
- Deviation from past experience
- Deviation from the plan
- Other people causing problems
- Performance of competitors (4)

5.2 Step 1: Define the problem.

Step 2: Analyse the cause.

Step 3: Identify and choose solutions.

Step 4: Identify and choose solutions in terms of consequences.

Step 5: Plan action.

Step 6: Monitor results. (6)

5.3
- Oral advice – face to face in a meeting with others
- Written advice – using email, fax, report or letter (2 × 2) (4)

5.4
- Demotivated agents
- Increasing number of customer complaints
- Increasing staff turnover
- Outdated equipment (Any 3 × 1) (3)

[17]

TOTAL SECTION B: 80
GRAND TOTAL: 100

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