higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 3

(10041033)

10 March 2020 (X-paper)
09:00–12:00

This question paper consists of 6 pages.

377Q1S2010

Copyright reserved

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. Write neatly and legibly.

Copyright reserved

SECTION A

QUESTION 1

1.1 Various options are given as possible answers to the following statements. 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 Prank call:

A When someone has been injured
B Someone wanting to make a sim swap
C Call from hackers
D Fake call

1.1.2 Predictive dialler:

A Physically dialling the customer's number
B Computer system allowing a person to dial physically
C System which automatically dials outbound calls
D Manual system

1.1.3 Serious threat to contact centre:

A Outdated equipment
B Too many customers
C Poor quality products
D Regulations from municipality

1.1.4 Qwerty keyboard:

A Specific order
B Modern keyboard
C Most commonly used computer keyboard
D Name taken from last five letters on the top line

1.1.5 Contact centre service level agreement:

A Documents containing internationally used guidelines
B Performance measure
C Changing service level approach
D Quality service level

(5 × 1) (5)

1.2 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

1.2.1 Call centres in South Africa started in 1652.

1.2.2 Putting a proposition to the prospect means understanding his need.

1.2.3 Answering calls quickly is one of the most urgent components of any emergency contact centre.

1.2.4 Contact centres give their agents information on their service level in a variety of ways.

1.2.5 Problem solving involves the ability of a person to bounce back from rejections.

(5 × 1) (5)

1.3 Complete the following sentences by writing only the missing word or words next to the question number (1.3.1–1.3.5) in the ANSWER BOOK

1.3.1 ... is the willingness to be accommodating.

1.3.2 The occurrence of staff not attending work is called …

1.3.3 A/An …contact centre makes calls to customers.

1.3.4 Contact centres use a … system to dial to customers physically.

1.3.5 … script uses politeness and good manners to build rapport in sales.

(5 × 1) (5)

1.4 Choose ONE term from the list for each of the following descriptions and write it next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.

focus; pre-empt; attitude; dispatch; criteria; multi skilled; multitask; telesales benchmarks; whole story script; promote

1.4.1 Deploying an ambulance to the accident scene

1.4.2 Different standards on which a judgement is based

1.4.3 Script involving giving information about a product

1.4.4 Having skills across a number of different areas

1.4.5 Doing something before someone else does it

(5 × 1) (5)

[20]

TOTAL SECTION A: 20

Copyright reserved

SECTION B

Read the scenario below and answer QUESTION 2

All Shoe Repairs is a company that specialises in selling new shoes as well as fixing all kinds of old shoes. Working as an intern in the contact centre you have different tasks to complete. One is to help the manager of another branch of the company with the design and resources needed to run the contact centre.

QUESTION 2

2.1 2.1.1 What type of contact centre is this? (2)

2.1.2 Name FOUR types of basic information you will capture when recording customer information for *All Shoe Repairs* contact centre. (4)

2.1.3 Identify TWO aspects of a good design for a contact centre. (4)

2.2 Give THREE skills that agents should have to capture information accurately. (6)

2.3 Discuss THREE formats of data inputting when capturing information at All Shoe Repairs. (6)

2.4 Discuss THREE ways of verifying information according to company standards. (3)

2.5 Name TWO advantages of telesales. (2)

2.6 Name THREE ways of handling objections in sales. (3)

[30]

QUESTION 3

3.1 Amabutho Emergency contact centre is known for its emergency service. You received a call about three people who had to be rescued from a house which is on fire.

3.1.1 What is an *emergency*? (1)

3.1.2 Which THREE emergency services would be deployed after the call had been received? (3)

3.1.3 Explain how you would answer an emergency call. (2)

3.2 Give THREE vital pieces of information you have to get from the caller. (3)

3.3 As part of the standard operating procedures of an emergency contact centre the operator needs to follow up on a caller who is handling an injury.

Give THREE aspects concerning this caller follow-up. (3)

3.4 State FOUR other procedures the Amabutho Emergency contact centre agents have to follow. (4)

[16]

Use the extract below as background for QUESTIONS 4 AND 5.

QUESTION 4

Nowadays every organisation has a call centre and it is still a growing industry, especially in Kwazulu-Natal and the Western Cape. Most of the staff are high school graduates holding inbound, outbound and quality positions. The payment one gets in these positions is more than in average retail jobs, which is why young people prefer to stay in this environment. It is however a very challenging environment at times. Contact centre operators are afforded the opportunity to earn a basic salary plus commission if they meet their targets.

[Source: *news24.com*]

4.1 4.1.1 'A contact centre is however a very challenging environment at times.'

Explain why service levels have this effect on the environment of a contact centre. (2)

4.1.2 Name FIVE measures of service levels in a contact centre. (5)

4.1.3 Who should monitor and implement service levels in a contact centre? (2)

4.2 Name TWO areas of service level measurements and give examples for each (4)

4.3 Which TWO actions could be taken if a service level is not achieved? (4)
[17]

QUESTION 5

5.1 Which FOUR situations indicate that a problem possibly exists? (4)

5.2 Write down the following problem solving steps in sequence:

- Identify and choose solutions
- Plan actions
- Analyse the causes
- Monitor results
- Define the problem
- Identity and choose solutions in terms of the consequences (6)

5.3 Discuss TWO methods of giving advice to someone. (4)

5.4 Give THREE examples of weaknesses that may exist in a contact centre. (3)
[17]

TOTAL SECTION B: 80
GRAND TOTAL: 100

Copyright reserved