higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 3

(10041033)

21 November 2018 (X-Paper)
09:00–12:00

This question paper consists of 6 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.

NCV

SECTION A

QUESTION 1

1.1 Give a brief definition of the following words/terms:

1.1.1 Counselling

1.1.2 Potential sale

1.1.3 Service culture

1.1.4 Product manuals

1.1.5 Performance standards

(5 × 2) (10)

1.2 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

1.2.1 (Courtesy/Jargon/Empathy) is to be well mannered and polite

1.2.2 (Rapport/Wallboard/Fax) is a convenient way of communication in a call centre.

1.2.3 (Pre-empt/Agents/Pro-active) is a measure used to avoid disaster.

1.2.4 A person who is likely to bring business is a (team leader/ client/prospect) customer.

1.2.5 (www.you tube/Opera Mini) is the best search engine on the Internet. (5)

(5 × 1) **[15]**

TOTAL SECTION A: 15

NSC

SECTION B

QUESTION 2



2.1 Read the adapted passage from a newspaper and then answer the questions.

This happened at about 06:00 on 26 March 2016, in Mahube, West of Mamelodi in Pretoria. A man was walking through a park nearby his house. He was trying to get to work on time that day when he was attacked by dogs. It was alleged the dogs were unleashed and jumped over of the neighbour's security walls. He tried his utmost to protect himself by pulling out a gun but he could not succeed.

Furthermore, he was alone during that time of the morning and when he screamed no one was available to help him. It is believed that the two dogs are infected with rabies. Two hours later a stranger walked passed and called an Emergency Contact Centre. Police and other emergency services arrived at the scene to salvage the situation. He was then taken to the nearest hospital, where he received special treatment.

2.1.1 What type of emergency is portrayed in the picture above? (2)

2.1.2 Who is the victim in the above scene? Substantiate your answer. (2)

2.1.3 Give FOUR ways how an Emergency Contact Centre would respond to the situation above. (4 × 2) (8)

2.1.4 State FIVE other bits of information you will obtain from this emergency situation. (5)

2.2 Name THREE ways to help rescuers to find the exact location of an emergency situation. (3 × 2) (6)

[23]

QUESTION 3

3.1 Compare a service level to a performance output. (4)

3.2 Briefly discuss THREE purposes of service levels in a Contact Centre. (3 × 2) (6)

3.3 Which TWO measurements need to be balanced to achieve a set goal? (2 × 2) (4)

3.4 Discuss these TWO measurements given in QUESTION 3.3 in paragraph format. (2 × 4) (8)

3.5 You are currently working for GENX Contact Centre, and your department has been underperforming for the last two months. You supervisor assigns you to his strategic team to work on a project, and to help with identifying the problems and the cause for the underperformance.

3.5.1 Define a *problem.* (2)

3.5.2 Differentiate between a *problem* and a *project*. (2 × 2) (4)

[28]

QUESTION 4

4.1 Rate the following information according to their urgency. Indicate only urgent or less urgent and motivate your answer.

4.1.1 Planning of the roster for the shifts of Contact Centre agents.

4.1.2 A follow-up on the emergency situation.

(2 × 2) (4)

4.2 Give FIVE aspects of monitoring results to keep track of the progress on problem solutions. (5 × 2) (10)

4.3 List THREE threats in South African Contact Centres. (3)

[17]

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QUESTION 5

5.1 Read the scenario below and then answer the questions.

> Mr Mabe is at his late 60s, and he wants to start a business in selling tickets for events and sports. However, he wants to be a middle man, selling the tickets on behalf of businesses and companies. To do that, he has to operate a Contact Centre where he will be selling the tickets online.
>
> He wants you to assist him with ideas and the layout of the business. With your experience of 20 years working in a Contact Centre, he trusts that your input will be of great value.

Write in paragraph format and explain in detail SIX important steps that Mr Mabe must follow when he sells the tickets online. (6 × 2) (12)

5.2 The … script paints a detailed picture for the prospect. (2)

5.3 Name THREE standards and formats used for data capturing. (3)

[17]

TOTAL SECTION B: 85
GRAND TOTAL: 100

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