higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS
NQF LEVEL 3

(10041033)

21 November 2019 (X-Paper)
09:00–12:00

This question paper consists of 7 pages.

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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. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 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 (1.1.1–1.1.5) in the ANSWER BOOK.

1.1.1 In which case will telesales be ideal to use?

A Taking calls after an emergency situation.
B Selling cell phones with new contracts.
C Selling immobile products.
D Selling property.

1.1.2 Which three examples of customer information could be relevant when capturing customer information during an out-bound call?

A Home address, cellphone number, and bank account number
B Home address, employment status, and marital status
C Occupation, marital status, and payslip
D Location, cellphone number, and bank account number

1.1.3 How do you open a call in an emergency situation?

A Hello, you are speaking to Maselo, how may I help you?
B 911, what is your emergency?
C Lerato from the hospital. How may I help you?
D Hello, what is your emergency?

1.1.4 How long does an average call take?

A 8 minutes
B 3 to 5 minutes
C 10 minutes
D 3 minutes

1.1.5 After how many rings must a call be answered?

A 3 rings
B 5 rings
C 2 rings
D 4 rings

(5 × 1) (5)

1.2 Complete the following sentences by writing down the missing word or words next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

1.2.1 … is detailed instructions of what to say to a customer when placing a call.

1.2.2 … is the South African Police Service emergency number.

1.2.3 The second step of the selling process is …

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1.2.4 A/An … problem demands immediate and prompt action.

1.2.5 … describes the combined set of all letters in the alphabet.

(5 × 1) (5)

1.3 Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–H) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.3.1	Make calls utilising company specific technology and systems	A	emergency calls
1.3.2	Ensure that follow up procedures are consistent with customer requirements	B	special symbols
1.3.3	Choice of action is important	C	customer database
1.3.4	Capturing information using contact centre standards and formats	D	database
1.3.5	The information of customers that has been stored	E	telesales
		F	company specific requirements
		G	sale transactions
		H	notes

(5 × 1) (5)

1.4 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.

1.4.1 Contact centres use out-bound calls to build a customer database.

1.4.2 Following up with customers is called after sales work.

1.4.3 Hoax calls are sometimes made by victims in a crime scene.

1.4.4 Service levels are used to measure and monitor service across a range of areas.

1.4.5 Oral advice may be given in a meeting by a letter, e-mail or fax.

(5 × 1) (5)

[20]

TOTAL SECTION A: 20

SECTION B

QUESTION 2

2.1 Mr Minaar wants to start a travelling agency contact centre. However, he has no idea of how a call centre operates. He wants a blended (in-bound and out-bound) type of a call centre. The reason behind this type of business, is to target people who wanted to watch the 2018 soccer world cup in RUSSIA. As a contact centre learner, he asks you for advice on a number of aspects, including service culture.

2.1.1 What is *service culture*? (2)

2.1.2 Give TWO reasons for using only an out-bound contact centre. (2 × 1) (2)

2.1.3 Discuss FIVE risks Mr Minaar have to deal with for this type of business. (5 × 1) (5)

2.2 Placing a call in an out-bound Contact Centre always requires serious training and skills development. You currently work for *Minaar Travelling Agency* Contact Centre.

2.2.1 Name FOUR important points on how you would place a call when working for *Minaar Travelling Agency*. (4 × 1) (4)

2.2.2 Differentiate between *manual system and predictive dialler.* (2 × 2) (4)

2.3 As an adviser for Mr Minaar, you must make him aware of the danger of recruiting untrained agents who place wrong calls, as well as agents who provide irrelevant and inaccurate information to clients, and wasting company's resources.

2.3.1 Which TWO questions must contact centre agents answer before placing a call? (2 × 1) (2)

2.3.2 Agents must ensure that their product knowledge is accurate.

Give FOUR examples on how agents will acquire product information. (4 × 1) (4)

2.3.3 Discuss FOUR points on how skills are required of an outbound telesales agent when selling life cover insurance. (4 × 1) (4)

2.4 After you have convinced the customer of the product, the last step is to close the sale.

Discuss THREE ways in which to close telesales calls. (3 × 1) (3)

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QUESTION 3

3.1 … serves as the first point of contact between the victim and people who can provide assistance. (2)

3.2 Agents in an emergency contact centre follow procedures in terms of logging information.

Discuss the other THREE procedures. (3 × 2) (6)

3.3 Give TWO examples of information you need to collect from a rape victim. (2 × 1) (2)

3.4 There is an accident in Mabopane R80. A bus has collided with a taxi and both vehicles were carrying passengers.

Name THREE types of emergency services you will dispatch in this type of situation. (3 × 1) (3)

[13]

QUESTION 4

4.1 Service levels are a way for contact centres to set goals regarding service delivery to customers and then measure performance against these goals.

4.1.1 Name THREE aspects used to measure the performance in a contact centre. (3 × 2) (6)

4.1.2 It is essential that agents understand the requirement of service levels of the team as well as their own.

Explain FIVE different ways in which information about service levels can be provided to them. (5 × 1) (5)

4.1.3 Look at the picture below and give THREE factors that could hinder the successful implementation of the service of this contact centre. (3 × 1) (3)



[Source: *www.images.com*]

4.2 Name THREE competencies and attitudes displayed by the agents in the picture above that will help in obtaining and evaluating project problem-solving in the above contact centre. (3 × 1) (3)

[17]

QUESTION 5

5.1 What is the difference between a *problem* and a *project*? (2 × 2) (4)

5.2 Explain the following statement: 'Enlisting the help of others.' (2)

5.3 Read the following case study and then answer the questions.

You are a contact centre agent for a cosmetic company.
A customer contacts you with a problem.

Agent: Elegance For Me contact centre, Marie speaking, how may I assist you?
Customer: Good day Marie, I hope you will be able to assist me.
Agent: I most certainly can, what is your problem?
Customer: I bought one of your facial care products the other day and it has given me a very bad rash. Have you received similar complaints from other customers?
Agent: No, I have not received any complaints. I will investigate.
Customer: Thank you. My telephone number is 011 351 6002.

5.3.1 Is this type of a problem urgent or important? (1)

5.3.2 Explain TWO common problems that this South African contact centre can be faced with. (2 × 2) (4)

5.3.3 Explain the SIX steps to use to solve the problems mentioned in QUESTION 5.3.2. (6 × 1) (6)

5.4 Discuss TWO threats which can damage the reputation of a contact centre. (2)

5.5 Define *empathy.* (1)

[20]

TOTAL SECTION B: 80
GRAND TOTAL: 100

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