higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS

NQF LEVEL 3

7 December 2020 (X-paper)
09:00–12:00

This marking guideline consists of 6 pages.

Copyright reserved

SECTION A

QUESTION 1

1.1 A
1.2 C
1.3 A
1.4 B
1.5 C

(5 × 1) **[5]**

QUESTION 2

2.1 False
2.2 True
2.3 True
2.4 False
2.5 True

(5 × 1) **[5]**

QUESTION 3

3.1 emergency

3.2 systems

3.3 professional

3.4 analyse

3.5 time frames

(5 × 1) **[5]**

TOTAL SECTION A: 15

Copyright reserved

SECTION B

QUESTION 4

4.1
- Script should contain the following;
- Greeting the customer: Good day.
- Introduce yourself and your company.
- Confirm that you are speaking to the right person.
- Establish if is a good time to call and if not, make a time to call
- back if you need to.
- Obtain or provide the relevant information in the call.
- Close the call professionally (8 × 1) (8)

4.2
- Who are you calling?
- Why are you calling?
- What outcome do you want from the call?
- What information do you need to give?
- How will you open the call?
- When is a good time to interact?
- How will you close the call?
- What will you do if it is the wrong number? (Any 6 × 2) (12)

4.3
- Policy
- Instruction documents
- Script (3 × 2) (6)

4.4
- It saves time as customers are automatically dialled
- Customers' details will also appear on the screen, which makes it easier (2 × 2) (4)

[30]

QUESTION 5

5.1 The situation seems like a robbery in a public place. ✓ This is a type of trauma emergency✓✓ (3)

5.2
- The caller's contact number
- The caller's name
- The type of emergency
- The caller's location in relation to the emergency (4 × 1) (4)

Copyright reserved

5.3
- Ensure the caller has made the injured person as comfortable as possible and is providing appropriate first aid.
- Ask questions about the nature of the injury.
- Ensure that the caller does not move the injured person.
- Ask the caller to ask the injured person whether the results are of a prior medical condition, such as diabetes, epilepsy, blood pressure, etcetera.
- Ask the caller whether there were any other witnesses.
- Ask the caller to wait for the arrival of the ambulance. (6 × 1) (6)

5.4 Dispatching an ambulance.
Communicating with the emergency service team in the ambulance.
Escalating the call if appropriate. (3 × 1) (3)

5.5 This is the Trauma Emergecy Contact Centre,✓✓ what is your emergency?✓ (3)
[19]

QUESTION 6

6.1 6.1.1 Service levels are used in a contact centre to measure and monitor service across a range of areas. (1 × 2) (2)

6.1.2
- The average speed to answer a call – agents must answer calls quickly so that they can deal with the required call volume per shift.
- The abandon rate – agents must strive to answer all their calls.
- The talk time – the more efficient an agent becomes, the shorter the talk time will be. They will ask the correct questions and will know what information to give.
- Wrap time – efficient agents will do their admin tasks quicker in the wrap time.
- Call volume – efficient agents will be able to work smarter and handle more calls, which will increase their call volume.
- Occupancy rate – efficient agents will spend longer time at their stations during their shifts.
- Average call length – efficient agents spend less time on calls and can handle more calls. (Any 6 × 2) (12)

6.2 Eighty percent of all calls are answered in 20 seconds. (1 × 2) (2)
[16]

Copyright reserved

QUESTION 7

7.1
- A deviation from experience
- A deviation from the plan
- Other people often bring problems
- The performance of competitors (4 × 2) (8)

7.2
- Personal causes – one agent has a problem
- Interpersonal causes – the problem lies with the interaction among the agents
- Organisational causes- a general negative feeling among the agents (3 × 2) (6)

7.3
- Take personal needs into consideration.
- Take the position of the relevant person into consideration. (2 × 2) (4)

7.4 When you analyse information. (1 × 2) (2)
[20]

TOTAL SECTION B: 80
GRAND TOTAL: 100

Copyright reserved