higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS

NQF LEVEL 4

(10041034)

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

This question paper consists of 6 pages.

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TIME: 3 HOURS
MARKS: 100

INSTRUCTIONS AND INFORMATION

1. Read ALL the questions carefully.
2. Answer ALL the questions.
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 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.1.1–1.1.5) in the ANSWER BOOK.

1.1.1 The most important need in Maslow's hierarchy of needs is security.

1.1.2 Getting a customer to tell you about himself enables an agent to identify a need.

1.1.3 Market trend refers to the upward and downward movement of the market over a couple of months.

1.1.4 The number of closed sales made must comply with company-specific targets.

1.1.5 Total customer satisfaction should always be a priority when resolving complaints.

(5 × 1) (5)

1.2 Define the following terms:

1.2.1 Product range.

1.2.2 Company protocol

1.2.3 Virtual reality.

1.2.4 Research validity.

1.2.5 Relevant stakeholders.

(5 × 2) (10)

1.3 There are six levels of support in the workplace. The first level is known as customer support.

List FIVE other levels of support. (5)

[20]

TOTAL SECTION A: 20

SECTION B

QUESTION 2

Read the scenario below and answer the questions.

Zodwa Sithole is a contact centre agent at Power House Tech, a company that specialises in selling household security cameras. On the 28 February she received a call from an irate customer complaining about the company's poor service.

The caller, Mrs Sithole, had recently purchased a package that was on special, which included four security cameras with free installation. After payment was made, the cameras were delivered to her home. The company promised that the installation of the cameras would only take one working day to complete.

That was two weeks ago. Mrs Sithole claims that the technicians who were responsible for installing the cameras did not arrive on time; they stripped wires and drilled unnecessary holes in the walls. When she confronted them about the poor workmanship, they behaved rudely towards her. To make the situation even worse, the company sent her a bill for the installation.

Mrs Sithole was furious and demanded that the matter be referred to a manager. After recording all details of the complaint, Zodwa gave Mrs Sithole the following reference number BNB/20136. She also promised her that she will attend to the issue and get back to her before the close of business.

2.1 Mention FOUR aspects that Mrs Sithole is unhappy about? (4)

2.2 Discuss the first THREE steps that will be followed when solving the above complaint. (6)

2.3 Document the above complaint on a complaint form. (8 × 1) (8)

2.4 Name TWO ways that the company can resolve the complaint? (2)

2.5 As a contact centre agent, Zodwa's work performance needs to be evaluated on a regular basis?
List THREE areas that could be included in a checklist to identify discrepancies in her work performance? (3)

2.6 Explain the term *partnership* in the context of resolving complaints. (3)
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QUESTION 3

Read the scenario below and answer the questions.

The City of Tshwane contact centre is looking forward to creating 5 000 jobs for Level 4 learners by the end of 2021.

The proposed learnership will run from 2018 to 2020 with learners entering a one-year working contract at the end of the learnership.

Two of the requirements are having a broad knowledge of and the necessary skills in working in a contact centre.

The candidates will be expected to undergo extensive testing so that the right person can be identified.

3.1 You decide to apply for this learnership. Name TWO functions that you will perform as a contact centre agent? (2)

3.2 One aspect that will be covered under the learnership will be training on product knowledge. Write a short paragraph highlighting the importance of product knowledge for contact centre agents. (5)

3.3 Explain how this learnership programme will benefit you if you are considered for the programme. (5)

3.4 Briefly explain why it is important for a contact centre agent to have each of the skills listed below:

3.4.1 Computer skills

3.4.2 Communication skills

3.4.3 Administrative skills (3 × 2) (6)

[18]

QUESTION 4

4.1 In which document would you find the performance standards of a Contact Centre? (2)

4.2 Briefly explain SIX ways of collecting statistics on staff performance in order to write daily monitoring reports. (6 × 2) (12)

4.3 Contact Centres are committed to delivering quality service. Explain the term *quality commitment*, by means of THREE appropriate examples showing how you as a contact centre agent can demonstrate quality service. (6)

[20]

QUESTION 5

If a Contact centre is to remain competitive in a global economy, then market research needs to be a priority. Many contact centres face closure because of weak marketing efforts. To solve this challenge more time and effort must be placed on satisfying customer needs.

5.1 Explain the term *marketing research* (2)

5.2 Name FIVE types of research that can be conducted to help agents in decision making? (5)

5.3 Explain the following TWO methods used to analyse data collected during research?

5.3.1 Qualitative Research (2)

5.3.2 Quantitive Research (2)

5.4 Briefly discuss Global Positioning Systems as a method of collecting data for market research. (3)

5.5 Name the last TWO level of needs as depicted on Maslow's Hierarchy of Needs. (2)

[16]

TOTAL SECTION B: 80
GRAND TOTAL: 100

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