



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

**CONTACT CENTRE OPERATIONS
NQF LEVEL 4**

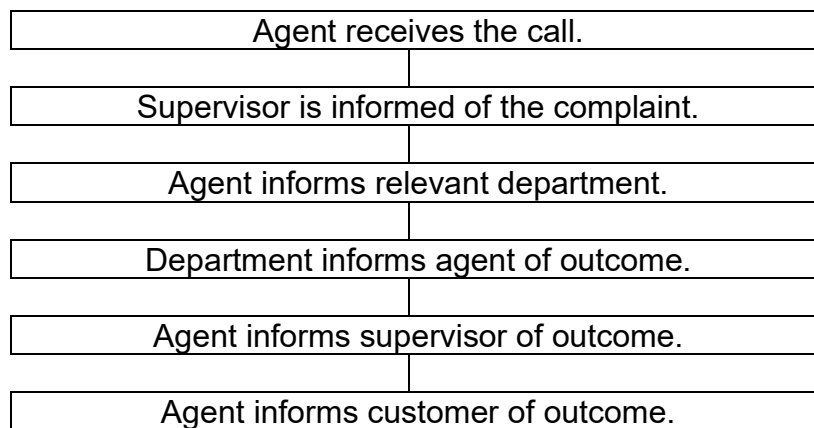
XX FEBRUARY 2020

This marking guideline consists of 6 pages.

SECTION A**QUESTION 1**

- 1.1 1.1.1 Helping to find a solution to a problem between two parties eg. the contact centre and the customer.
- 1.1.2 A formal assessment in which managers evaluate an employee's work performance and offer feedback on progress
- 1.1.3 Research validity gives an indication of how sound the research is.
- 1.1.4 Key Performance areas outline the performance standards within the department as well as the staff member's job function.
- 1.1.5 The internal relevant parties are classified as anyone who has an involvement with the complaint process
- (5 × 2) (10)

1.2



2 Marks for each correct block (12)

TOTAL SECTION A: 22

SECTION B**QUESTION 2**

- 2.1 Incorrect capturing of information on system.
Ambulance/assistance arrived late.

Any other acceptable complaint (2 × 1) (2)

- 2.2
- A survey is a research method used to collect data from a group of pre-determined people.✓✓
 - All surveys use a standardised questionnaire.✓
 - It can take place telephonically or face to face or via electronic media.✓
 - It is a relatively cheap method to collect data.✓
 - Surveys are good for measuring facts but not suitable for in-depth studies.✓

(6)

2.3

Customer Survey	
Customer name:	_____
1. How was your matter handled by the contact centre agent?	_____
2. Were you satisfied with the outcome of the resolution?	_____
3. Was the contact centre agent friendly and helpful?	
Yes/No	
4. Did you feel that the contact centre agent went above and beyond his/her ability to assist you?	_____
5. Do you have any further comments or suggestions?	_____

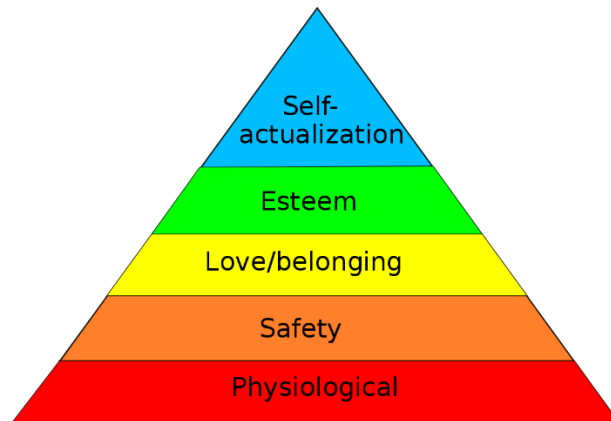
2 marks for each correct question (5 × 2) (10)

- 2.4
- Fully functional computer
 - Telephone and headset connected to computer.
 - Any other acceptable answer

(2 × 1) (2)
[20]

QUESTION 3

3.1



5 Marks for the human needs in correct order

2 Marks for neatness of drawing

(7)

- 3.2 Helps to determine whether the staff can handle the amount of calls that come into the Contact Centre.
Helps to determine what the maximum output of agents is at any given time.
Benchmark standards help to determine what the maximum operating capacity of the Contact Centre is. (3 × 2) (6)
- 3.3 It will ensure that the company is running to its full potential.
That existing and potential customers are satisfied with the service offered.
By following company specific procedures and industry regulations, you are also ensuring that targets are met. (3 × 2) (6)
- 3.4
- A medical aid
 - A cell phone business (MTN/Vodacom)
- (Accept any other applicable answer)(2 × 1) (2)
- 3.5 The service level agreement is a document that states what the standards of the contact centre will be. (1 × 2) (2)

[23]

QUESTION 4

- 4.1.1
- Contact centre agents must be able to work as a team.
 - Teamwork builds staff morale and makes the atmosphere within the department pleasant.
 - It is important to remember that you cannot do everything by yourself, you need help and you must be willing to offer help. (3)
- 4.1.2
- Working in a contact centre teaches you the principles needed to be a good employee.
 - These principles allow you to be part of the vision of the company.
 - Business principles show you how to perform your functions to the best of your ability and with integrity. (3)
- 4.2
- Well trained staff
 - Better customer service
 - Easy access to information
 - Builds relationships with customers and staff
 - Gives the company a very good name
 - Direct access to someone professional (Any 2 × 1) (2)
- 4.3
- Enhanced tracking – unparalleled ability to track and monitor customers.
 - Improved communications – It also improves customer-to-company communications.
 - Research tools – A large number of internet services have added options for conducting research eg search engines, tools to conduct online research. (3 × 2) (6)
- 4.4
- Finance
 - Marketing
 - Human resources
 - Production (Any 3 × 1) (3)
- 4.5
- Address customers as sir or madam.
 - Speak to customers in a professional manner.
 - Listen carefully to what the customer is saying.
 - Never interrupt a customer.
 - Never make promises you cannot keep (Any 2 × 1) (2)
- [19]**

QUESTION 5

- 5.1 5.1.1 6000✓ calls per month/20✓ working days per month = 300 p/d✓✓ (4)
- 5.1.2 300 calls per day/6 workers = 50✓
Each agent must take 50 calls per day✓ (2)
- 5.2 • Incentive points – employees are given points for good performance reviews and achievements. Accumulated points can be exchanged for rewards.
• Announcement, writing their names on the notice board
• Bonuses at end of the week/month – can be tied in with performance reviews
• Employee of the month – staff who perform well can be awarded certificates or given prizes. (4 × 2) (8)
- 5.3 • Honesty
• Integrity Any other acceptable answer (2 × 1) (2)
- [16]**

TOTAL SECTION B: 78
GRAND TOTAL: 100