



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONTACT CENTRE OPERATIONS NQF LEVEL 4

(10041034)

**12 March 2018 (Y-Paper)
13:00–16:00**

This question paper consists of 7 pages

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.
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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 (1.1–1.5) in the ANSWER BOOK.

1.1.1 Which ONE of the following is NOT an example of a stakeholder of a contact centre?

- A Customers
- B Visiting students
- C Other departments
- D Agents

1.1.2 Which ONE is a NOT a heading on a customer complaint document?

- A Nature of the complaint
- B Date complaint was received
- C Date complaint was resolved
- D Date the complaint was experienced

1.1.3 Which ONE of the following is NOT service level?

- A First call resolution
- B Abandoned call percentage
- C Sign-on time
- D Abandoned calls

1.1.4 Which ONE of the following questions is not a common question in competitive analysis?

- A What future sales do you forecast?
- B What are the awareness levels?
- C How effective is your distribution?
- D How do buyers perceive the different brands?

1.1.5 A disadvantage of working with a team is that ...

- A it allows you to develop your potential.
- B some people will do more work than others and get no credit for it.
- C most of resources are shared.
- D it can be a training ground for those people with less experience.

(5 × 1)

(5)

- 1.2 Choose an item/word from COLUMN B that matches a description in COLUMN A. Write only the letter (A–E) next to the question number (1.2.1–1.2.10) in the ANSWER BOOK, e.g. 1.2.11 A.

COLUMN A		COLUMN B	
1.2.1	Sales and production have a strong impact on this	A	average
1.2.2	The process of dividing a market of potential customers into groups based on different characteristics	B	multi-sales
1.2.3	Equipment used to transmit and store data	C	competitive analysis
1.2.4	The use of structured questionnaire that facilitates easy data analysis	D	reliable source
1.2.5	How buyers perceive the different brands	E	prospective analysis
1.2.6	Can be used to increase the sales of an organisation	F	computer
1.2.7	Refers to a persons need to establish and maintain sound interpersonal relationships.	G	survey
1.2.8	Both staff and supervisor should benefit from this	H	customer analysis
1.2.9	Enables marketers to track inventories and mobile sales and service personnel.	I	market segmentation
1.2.10	Helps managers to make better decisions by providing them with valuable information.	J	social need
		K	scanner
		L	performance reviews
		M	Global positioning systems
		N	research

(10 × 1)

(10)
[15]**TOTAL SECTION A: [15]**

QUESTION 2

Call centre agents are often the first and only point of contact that your customers have with your company. In many cases it only takes one negative call centre experience for a customer to decide that they don't want to do business with you.

In order to attract and keep customers, call centres need to foster a culture of customer service. To ensure quality customer service, business owners need to make sure that call centre agents consistently apply company policies and best practices.

- 2.1 Illustrate by means of a diagram, the route that should be followed when dealing with a customer who has complained about bad service (5)
- 2.2 Why is it important to communicate with a customer about the outcome and progress of the complaint? (3)
- 2.3 Name TWO ways of informing customers about the progress of their complaint (2)
- 2.4 List SIX types of support you will need in order to solve the customer's complaint. (6)
- 2.5 Explain FOUR benefits that can be gained from working in a contact centre. (4 × 2) (8)
- [24]**

QUESTION 3

Precious Dladla has been working at the King Contact Centre in Johannesburg for the past ten years. Early in her career she was an enthusiastic employee who excelled in her job as a contact centre agent. Customers were so pleased with the way in which she handled their complaints that they would often contact her supervisors to express their gratitude to Precious. However, her supervisor never gave her the feedback received from her customers.

Recently her supervisor has noticed that there is a sharp decline in the number of calls handled by Precious. He decides to call her in to discuss her work performance.

- 3.1 Name ONE possible reason for the decline in Precious's work performance. (2)
- 3.2 It is very important for an organisation to conduct performance reviews on employees.
List THREE advantages of conducting performance reviews. (3 × 2) (6)
- 3.3 If King Contact centre decides to conduct a performance review on Precious, how often should the review take place? (2)
- 3.4 Discuss the following types of incentives that could be offered to Precious to help her improve her work performance.
- 3.4.1 Announcements
- 3.4.2 Incentive points (2 × 2) (4)
- 3.5 Define *service level agreement*. (2)
- 3.6 Name THREE types of information provided by the service level agreement. (3 × 2) (6)
- 3.7 Give an example of a key performance area that could be included in a performance review for Precious (2)
- [24]**

QUESTION 4

4.1 The table below shows the average time spent on calls for four agents.

Agent name	Required Target	Number of calls taken	Average time spent on calls
Maggi	80	97	02:20
Amos	80	57	04:45
William	80	30	03:22
Sarah	80	95	02:00

4.1.1 Identify the agent that spent the most amount of time on calls. (2)

4.1.2 Which agent took the highest amount of calls? (2)

4.1.3 Identify which agents could not meet their daily target and give a possible reason. (3)

4.2 Name THREE ways to identify sales opportunities. (3)

4.3 Mankwe Contact Centre sells insurance policies. Formulate TWO questions that you could ask a potential customer during a telephonic call to identify a sales opportunity (2 × 2) (4)

4.4 Given:

29	13	20	23	18	21	15	10	20	11
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Calculate the following:

4.4.1 Mode (1)

4.4.2 Mean (3)

4.4.3 Median (3)

[21]

QUESTION 5

5.1 Briefly discuss the 4 Cs analysis as it exists in the marketing environment. (4 × 2) (8)

5.2 Your manager appoints you to conduct market research.

List TWO market research tools that you would use. (2)

5.3 Name FOUR aspects of service level measurement that can be displayed on a display board in a contact centre (4)

5.4 What is an *unclosed sale*? (2)

[16]

TOTAL SECTION B: 85
GRAND TOTAL: 100