**119460 FORMATIVE ASSESSMENT PACK**

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| **Learner Name:**  |  |
| **Learner ID:**  |  |
| **Group:**  |  |
| **Date of Completion:**  |  |
| **Signature to verify work is my own:**  |  |

Learner Name: Learner ID:

Learner Signature: Date:

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| **ELO**  | **US Type**  | **NLRD**  | **US Title**  | **Level**  | **Credits**  | **Summative** **Result**  |
| Implement and articulate operational activities in a Contact Centre  | Fundamental  | 119460 | Use language and communication in occupational learning programmes *SO1: Find and use suitable learning resources.* *SO2:* *Use learning strategies* *SO3: Manage occupational learning materials.* *SO4: Plan and gather relevant information for a given context.* *SO5: Function in a team.* *SO6 Reflect on how characteristics of the workplace and occupational context affect learning.*  | 2  | 5  |   |

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|  Assessor Sign Off  |   |  |  |
| Assessor Name:  |   |
| Assessor ID:  |   |
| **Result Round 1 Assessment:**  |  | **Result Round 2 Assessment:**  | **Final Summative Result:**  |
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| Date:  |  | Date:  | Date:  |
| Assessor Signature:  |  | Assessor Signature:  | Assessor Signature:  |
| Learner Signature for feedback:  |  | Learner Signature for feedback:  | Learner Signature for feedback:  |
| Date:  |  | Date:  | Date:  |

Learner Name: Learner ID:

Learner Signature: Date:

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|  ***Activity 1: Using Resources***  |  |  |  |  | ***US 119460 SO1 AC1, AC2***  |

1. If you had to do research and had to use a Search Engine on the computer, can you name three Search Engines

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1. List four learning resources:

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1. Name four different reference sources

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| ***Activity 2: Using Resources***  |  |  |  |  | ***US 119460 SO2 AC1 – AC7***  |

1. Read the following article and write a summary in **point form** of it: (**at least 2 points per paragraph in point format)**

# *Going Viral and Customer Service[[1]](#footnote-1)*

Viral marketing or viral advertising are techniques used with social networking programs. They are designed to increase sales and expose products through messages passed along by consumers using viral processes. The first and one of the most well-known example of this marketing technique came from Hotmail, a Web-based e-mail service. At the end of each e-mail message, companies places tags which effectively served to advertise their products or make them known to users.

Viral marketers tend to make use of free resources because typically; these attract more attention, making the passage of messages seamless. The concept of viral marketing is innovative in the way that it captures audiences and places sales responsibilities into the hands of unsuspecting people. It provides a powerful form of advertisement since tags come from friends or colleagues rather than third parties, making them more appealing to consumers.

Viral marketing campaigns have many advantages. First, they are unique in that they can be replicated without outside help from sales people. The technique drastically cuts back on company advertising expenses. Second, viral marketing makes use of social media and the growing sources of networking on the Internet today. Positive reputations can be stimulated from companies that make smart uses of viral marketing techniques. More than ever, people look to social media as a way to research companies and offer suggestions, complaints, and other comments. As long as customers are making full use of resources provided on the Internet, it makes sense that marketers utilize free services as well.

Why are viral marketing techniques so useful? They have the ability to capture the attention of a customer. This is a constant struggle for many businesses as they look for new ways to attract customers. Viral marketing is unique in its ability to appeal to human emotions. Strong viral advertisements capture the attention of customers by asking questions, opinion, and adding touches of humor into advertising. More importantly, it encourages consumers to remember certain products and companies that make them as logos are branded. It is one of the simplest ways to learn about the needs and interests of consumers through word-of-mouth techniques.

How can a marketing technique appeal to one’s emotions? Scientists have integrated the use of memetics into their work with advertising. Memes are defined as pieces of information that exist inside the minds of individuals. Individuals are essentially controlled by these pieces of information, and their behaviors respond accordingly. Scientists and marketers work with memetics models to make predictions relative to how individuals will respond to certain pieces of information, whether they are plain text, pictures, or graphics. In this manner, viral marketing techniques has proven to be a useful scientific method for predicting human reactions to certain products.

Viral marketing is a growing advertisement technique used by many small and large companies. It is a simple way for businesses of all sizes to improve customer service relations because it embraces social media. People make use of social media as ways in which to collaborate with friends, colleagues, and other people. This method takes advantage of resources commonly used by people around the world and encourages communication about certain products without the need for expensive alternative advertising techniques. In as sense, the consumers hold the power in terms of the products they find useful and the way in which new ideas are shared with others. It is a simple way to keep customers while making new connections. Social media is becoming more popular in the Internet age. Businesses are making using these resources to learn the needs of a population without the over reliance on CRM software programs.

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| ***Activity 3: Learning Materials***  |  |  |  | ***US 119460 SO3 AC1 – AC3***  |

1. The table below shows words whose meanings have been listed in a Glossary. Compare the meaning given with that in the Dictionary and Thesaurus: (refer to your dictionary and Thesaurus and explain the exact meaning as per these books

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| **Word**  | **Glossary**  | **Dictionary**  | **Thesaurus**  |
| **Advertising**  | Any paid form of nonpersonal presentation of ideas, goods, or services by an identified sponsor.   |   |   |
| **Belief**  | A person’s opinion about something.  |   |   |
| **Drive**  | A strong stimulus that encourages action to reduce a need.  |   |   |

1. List and explain four reading techniques

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|  b.  |
|  c.  |
|  d.  |

1. List the steps to apply when making notes

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| ***Activity 4: Organisation & Impact of Learning Materials***  |  ***US 119460 SO3 AC1 & AC3***  |

Using the internet, source and download/print information on one of the following subjects:

* + - Cape Town Design Centre 2013
		- Rape Crises in South Africa
	1. **Comment on the impact the articles had on you.**
	2. **Remember to include your research material and reference to the Activity and Activity to research (cross reference).**

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| ***Activity 5: Organise Information***  |  |  |  |  | ***US 119460 SO4 AC1 – AC6***  |

1. You work in a office that has 6 staff members (including yourself and your boss). Your boss has asked you to book a staff lunch and movie as a team building exercise. He has indicated that you have a budget of R2500.00. You are required to:

* + 1. Introduction to event

* + 1. Plan and sequence the research of movies and a restaurant to go to - show in a Mind Map format
		2. Apply the research techniques 2 x Restaurants in area of choice and 1 x Movies to be researched
		3. Prepare a questionnaire to your colleagues in a questionnaire format of the information you have gathered
		4. Classify, categorise and sort your information – taking the results of your questionnaire into account – do a graph on the choice of restaurant and the movies of choice
		5. Analyse and present your research findings in the appropriate format in a proposal to your boss – present a budget to your boss in a budgetary formal
		6. Prepare a conclusion.

**Note:**

* 1. **All the above points need to be presented in an acceptable format.**
	2. **Use separate lined paper to answer this activity**
	3. **Include your research and remember to reference your research to the Activity and the Activity to the research.**
	4. **Tick off each point of the activity to ensure you have completed all points as required and have cross referenced Activity to research.**

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| ***Activity 6: Teams***  |  |  |  |  |  | ***US 119460 SO5 AC1 – AC4***  |

1. In the Administration Department of XYZ Limited there are the following staff members:

* + - * John - Administration Manager
			* Jane – Administration Secretary
			* Vusi - Accounts Clerk
			* Primrose – Credit Controller
			* Petros – Debtors

**Identify the responsibilities each of the above members would have in the team. If you are not sure you can research each job responsibility.**

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| **Team Member**  | **Responsibilities**  |
| John – Administration Manager  |  |
| Jane – Administration Secretary  |  |
| Vusi – Accounts Clerk  |  |
| Primrose – Credit Controller  |  |
| Petros – Debtors  |  |

1. Describe the role/s you have played in a team that you have been a member of in the past.

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1. List the types of conflicts that you have encountered before.
	* 1. Describe each of these conflicts.
		2. Give an explanation of how the conflict occurred.
		3. Describe how the conflict was resolved

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| **Type of Conflict**  | **Explanation on how it occurred**  | **Describe how resolved**  |
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1. Name three different working/learning groups and three different learning activities?

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| **Learning/Working Group**  | **Learning Activity**  |
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1. What are the advantages of team work?

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| Advantage  | Explanation  |
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| ***Activity 7: Occupational Learning***  |  |  |  |  | ***US 119460 SO5 AC1 & AC2***  |

1. Describe how learning will be happen in your Contact Centre areas of work – i.e. a contact centre working environment. You can have a group discussion, conduct research, use examples to support your answer.

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|  | **Learning Activity**  | **Explanation**  |
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1. Source: http://www.allthingscrm.com/help-desk-and-contact-center-applications/going-viral-andcustomer-service.html [↑](#footnote-ref-1)