NC: Contact Centre Support NQF 2: SAQA ID 71490 LP 73269 – Module 1

Vn 4 (2020) Page 1

# 13872 LEARNER FORMATIVE ASSESSMENT PACK

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

**Evidence Checklist:**

The following unit standard has been identified and aligned to this training (please refer to your evidence matrix and Portfolio of Evidence for more information):

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Unit Std ID No.**  | **Unit Standard** **Title**  | **Specific Outcome**  | **Assessment Criteria**  | **NQF** **Level &** **Credits**  |
| 13872  | **Instill in** **myself a personal Contact Centre culture**   | SO 1: Identify and define what a Contact Centre is  | 1. A definition of a Contact Centre is verbally explained
2. All elements of a Contact Centre are identified
3. A Contact Centre is put into context with other functions
 | NQF 4 (4)  |
| SO2: Identify Contact Centre principles and concepts   | 1. Contact Centre principals are verbally defined.
2. The components of Contact Centres concepts are defined
3. A commitment to Contact Centre principles is demonstrated.
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| SO3: Identify the benefits of instilling in self, a Contact Centre culture   | 1. Benefits for self are identified and listed
2. Benefits for self are explained
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Learner Name: Learner ID:

Learner Signature: Date:

NC: Contact Centre Support NQF 2: SAQA ID 71490 LP 73269 – Module 1

Vn 4 (2015) Page 2

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| **Unit Std ID No.**  | **Unit Standard** **Title**  | **Specific Outcome**  | **Assessment Criteria**  | **NQF** **Level &** **Credits**  |
|  |  | SO4: Persuade others of the benefits of a Contact Centre culture.  | 1. Benefits for others are identified and listed
2. Benefits for others are explained to others
3. People are influenced towards a Contact Centre culture
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| --- | --- | --- | --- |
| Assessor Sign Off:  |   | Learner Sign Off & Date (Feedback):  |   |
| Date:  |   | Coach Sign Off & Date:  |   |
| Decision  |   | Moderator Sign Off & Date:  |   |

Feedback/Notes:

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|        |

 Learner Name: Learner ID:

Learner Signature: Date:

# Activity 1: Contact Centre Concepts

Answer the following questions:

1.1 Define a contact centre in your own words

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1.2 From this definition, write down some of the elements you would find that makes up a contact centre

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1.3 How does a contact centre differ from a marketing or customer service department of an organization?

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1.4 List at least 3 types of contact centres and explain the difference of each:

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1.5 Give three examples of work done in a contact centre:

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1.6 Define the following contact centre principles and terms and give an example:

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| **Term / Principle**  | **Definition/ Explanation**  | **Example**  |
| Inbound Contact Centre  |         |   |
| Outbound Contact Centre  |         |   |
| Transactional  |         |   |

1.7 Decide whether each of the following calls is inbound or outbound:

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| --- | --- |
| **Call**  | **Inbound or Outbound**  |
| Marketing (insurance)  |  |
| Customer Care (medical)  |  |
| Telesales (wine)  |  |
| Collecting debt for unpaid bills (retail store)  |  |
| Placing bets (horse racing)  |  |
| Customer complaints (banks)  |  |

1.8 What other means of communication can one use in a contact centre environment?)

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 1.9 Explain why South Africa is a good investment for overseas Contact Centres.

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 1.10 List and explain how you (yourself) benefit from working in a call centre.

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1.11 List and explain the benefits from working in a contact centre with a positive culture.

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| **BENEFIT**  | **REASON**  |
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1.12 How would you motivate a team working in a contact centre with a negative culture – look at the benefits you listed in question 1.10 and explain.

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1.13 Make a list of the advantages & disadvantages of having workstations in cluster (at least 5):

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| **ADVANTAGES**  | **DISADVANTAGES**  |
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 1.14 Who influences the culture within a Contact Centre. Explain

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# Activity 2: Contact Centre Culture

2.1 What aspects do you think you have in being a high performing contact centre agent? Is there anything you think you could improve on?

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2.2 Write your own contact centre code of conduct (including the principles and skills, confidentiality and security measures you will apply) and sign it in

commitment to sticking to it. You can do this in a group or include your own workplace code of conduct.

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# Activity 3: Understanding Contact Centre Services

Explain how a contact centre fits in with other functions of an organisation that deals with selling of computer products.

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 3.1 Explain the difference between historical and real-time reports.

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 3.2

 3.3 Explain the function and use of the following contact centre technology:

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| ACD  |      |
| Third party CTI  |      |
| Interactive Voice Response  |      |
| Speech recognition  |      |

3.4 As a contact centre agent, how are customer responses tracked/responded to = use a call scenario to explain your answer?

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 3.5 Fill in the missing aspects of this contact centre:

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Server & Database

PBX Server

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