**National Certificate: Contact Centre Support NQF Level 2 ID 71490 LP 73269**

**Module 2: Communication Fundamentals**

**119454 FORMATIVE ASSESSMENT PACK**

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

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| --- | --- | --- | --- | --- | --- | --- |
| **ELO** | **US Type** | **NLRD** | **US Title** | **Level** | **Credits** | **Summative**  **Result** |
| Exit Level Outcome Operate as a team member in a diverse working environment  Exit Level Outcome Perform to the required standards and requirements  Exit Level Outcome | Fundamental | 119454 | Maintain and adapt oral/signed communication.  *SO1: Use a variety of speaking and listening/signing strategies to maintain communication. SO2: Adapt speech/signing to accommodate socio-cultural sensitivities without losing own intention.*  *SO3: Use knowledge of language structures and conventions to shape or decode meaning of unfamiliar vocabulary or constructions.*  *SO4: Organise and present information in a focused and coherent manner.*  *SO5: Identify and explain how speakers/signers influence audiences.* | 2 | 5 |  |

Learner Name: Learner ID:

Learner Signature: Date:

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| Assessor Sign Off |  | |  |  |
| Assessor Name: |  | |
| Assessor ID: |  | |
| **Result Round 1 Assessment:** |  | **Result Round 2 Assessment:** | | **Final Summative Result:** |
|  |  |  | |  |
| 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: Identifying Your Personal Working Style*** |  |  |  | ***EEK*** |

**Learners should complete the questionnaire and determine their style on the score sheet. You can debrief each type and maybe use this as reflection exercise, after the debrief, for learners to take a couple of minutes to discuss/write if it rings true to them and identify any areas of development.**

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| **Statement** | **Options** |
| 1. When talking to a customer or co-worker … | 1. I maintain eye contact the whole time. 2. I alternate between looking at the person and looking down. 3. I look around the room a good deal of the time. 4. I try to maintain eye contact but look away from time to time. |
| 2. If I have an important decision to make … | 1. I think it through completely before deciding. 2. I go with my gut instincts. 3. I consider the impact it will have on other people before deciding. 4. I run it by someone whose opinion I respect before deciding. |
| 3. My office or work area mostly has … | 1. Family photos and sentimental items displayed. 2. Inspirational posters, awards and art displayed. 3. Graphs and charts displayed. 4. Calendars and project outlines displayed. |
| 4. If I am having a conflict with a co-worker or customer … | 1. I try to help the situation along by focusing on the positive. 2. I stay calm and try to understand the cause of the conflict. 3. I try to avoid discussing the issue causing the conflict. 4. I confront it right away so that it can get resolved as soon as possible. |
| 5. When I talk on the phone at work … | 1. I keep the conversation focused on the purpose of the call. 2. I will spend a few minutes chatting before getting down to business. 3. I am in no hurry to get off the phone and don’t mind chatting about personal things, the weather etc. 4. I try to keep the conversation as brief as possible. |
| 6. If I am co-worker or customer is upset  … | 1. I ask if I can do anything to help. 2. I leave them alone because I don’t want to intrude on their privacy. 3. I try to cheer them up and help them see the bright side of the situation. 4. I feel uncomfortable and hope they get over it soon. |
| 7. When I attend meetings at work … | 1. I sit back and think about what is being said before offering my opinion. 2. I put all my cards on the table so that my opinion is well known to all. 3. I express my opinion enthusiastically, but listen to other’s ideas as well. 4. I try to support the ideas of the people in the meeting. |
| 8. When I deliver a presentation in front of a group … | 1. I am entertaining and often humorous. 2. I am clear and concise. 3. I speak relatively quietly. 4. I am direct, specific and sometimes loud. |
| 9. When a customer is explaining a problem to me … | 1. I try to understand and empathise with how they are feeling. 2. I look for the specific facts pertaining to the situation. 3. I listen carefully for the human issue so that I can find a solution. 4. I use my body language and tone of voice to show that I understand. |
| **Statement** | **Options** |
| 10. When I attend training  programmes, workshops or presentations … | 1. I get bored if the person moves too slowly. 2. I try to be supportive of the facilitator, knowing how hard their job is. 3. I want to be entertaining as well as informative. 4. I look for the logic behind what it being said. |
| 11. When I want to get my point across to customers or coworkers … | 1. I listen to their point of view first and then express my ideas gently. 2. I strongly state my opinion so that they know where I stand. 3. I try to persuade them without being too forceful. 4. I explain the thinking and logic behind what I am saying. |
| 12. When I am late for a meeting or  appointment … | 1. I don’t panic but call ahead to say that I will be a few minutes late. 2. I feel bad about keeping the other person waiting. 3. I get very upset and rush to get there as soon as possible. 4. I apologise profusely once I arrive. |
| 13. I set goals and objectives at work that … | 1. I think I can realistically attain. 2. I feel are challenging and would be exciting to achieve. 3. I need to achieve as part of a bigger objective or goal. 4. Will make me feel good when I achieve them. |
| 14. When explaining a problem to a coworker whom I need help from … | 1. I explain the problem in as much detail as I can. 2. I sometimes exaggerate to make my point. 3. I try to explain how the problem makes me feel. 4. I explain how I would like the problem to be solved. |
| 15. If customers or coworkers are late for a meeting with me in my office … | 1. I keep myself busy making phone calls or continue to work until they arrive. 2. I assume they were delayed and don’t get upset. 3. I call to make sure that I have the correct information (date, time, venue etc.). 4. I get upset that the person is wasting my time. |
| 16. When I am behind on a project and feel pressure to get it done … | 1. I make a list of everything I need to do, in what order and by when. 2. I block out everything else and focus 100% on the work I need to do. 3. I become anxious and have a hard time focusing on my work. 4. I set a date to get the project done by and go for it. |
| 17. When I feel verbally attacked by a customer or  co-worker … | 1. I tell them to stop it. 2. I feel hurt but usually don’t say anything about it to them. 3. I ignore their anger and try to focus on the facts of the situation. 4. I let them know in strong terms that I don’t like their attitude and behaviour. |
| 18. When I see a coworker or customer whom I like and haven’t seen recently … | 1. I give them a friendly hug. 2. I greet them but don’t shake hands with them. 3. I give them a firm but quick handshake. 4. I give them an enthusiastic handshake that lasts a few seconds. |

Once you have completed the questionnaire, you now need to score it. Use the score sheet to do this:

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| --- | --- | --- | --- |
| **Question 1**   1. Driver 2. Amiable 3. Analytical 4. Expressive | **Question 6** a. Amiable   1. Analytical 2. Expressive 3. Driver | **Question 11** a. Amiable   1. Driver 2. Expressive 3. Analytical | **Question 15**   1. Expressive 2. Amiable 3. Analytical 4. Driver |
| **Question 2**   1. Analytical 2. Driver 3. Amiable 4. Expressive | **Question 7**   1. Analytical 2. Driver 3. Expressive 4. Amiable | **Question 12**   1. Analytical 2. Amiable 3. Driver 4. Expressive | **Question 16**   1. Analytical 2. Driver 3. Amiable 4. Expressive |
| **Question 3** a. Amiable   1. Expressive 2. Analytical 3. Driver | **Question 8**   1. Expressive 2. Analytical 3. Amiable 4. Driver | **Question 13**   1. Analytical 2. Expressive 3. Driver 4. Amiable | **Question 17**   1. Driver 2. Amiable 3. Analytical 4. Expressive |
| **Question 4**   1. Expressive 2. Amiable 3. Analytical 4. Driver | **Question 9** a. Amiable   1. Analytical 2. Driver 3. Expressive | **Question 14**   1. Analytical 2. Expressive 3. Amiable 4. Driver | **Question 18** a. Amiable   1. Analytical 2. Driver 3. Expressive |
| **Question 5**   1. Driver 2. Expressive 3. Amiable 4. Analytical | **Question 10**   1. Driver 2. Amiable 3. Expressive 4. Analytical |  |  |

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| **TOTAL SCORES:** | |
| Driver Score: |  |
| Analytical Score: |  |
| Amiable Score: |  |
| Expressive Score: |  |

**My personal working style is:**

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**How does this relate to how I communicate with others and what I can improve on?**

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| ***Activity 2: Speech & Language*** |  |  | ***US 119454 SO1 AC2 – AC7; SO2 AC1-AC4***  ***SO3 AC1 – AC3; SO5 AC1 – AC3*** |

1. Complete the following true/false statements to help you determine what is important when choosing the words you will use to express yourself. Tick the correct answer:

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| **Statement** | **True** | **False** |
| 1. It is best to use simple, basic language in business and when communicating over the telephone |  |  |
| 2. You should display your knowledge and expertise in your field by using long, unusual words |  |  |
| 3. Avoid using lots of jargon |  |  |
| 4. Don’t use the name of the company in the greeting if you think that it is too long |  |  |
| 5. It will make callers feel more relaxed if they are greeted with  ‘Howzit!” rather than something more formal like ‘Good day’ |  |  |
| 6. Even if you know the person’s name it is better not to use it |  |  |
| 7. If you don’t know the answer it is best to start talking about something else so that the caller forgets what they wanted |  |  |
| 8. Communication is a two way process and therefore questions should form an important part of any conversation |  |  |
| 9. It is acceptable to use words like ‘ in fact’, ‘basically’, ‘at the end of the day’ in pressurised situations |  |  |
| 10. If you are feeling very stressed, it is ok to swear once or twice just to let the customer know that you are feeling a little pressure |  |  |
| 11. Always make your caller aware of specific problems or issues that need to be addressed in simple, clear language and don’t use roundabout non-committal language. |  |  |
| 12. The contact centre agent should always be familiar with and know the meaning of any technical or industry specific language that s/he uses when speaking to callers if it is absolutely necessary that these words be used. |  |  |
| 13. The words you choose when communicating with callers should always convey professionalism and competence. |  |  |

1. Change the following negative statements into positive statements:

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| 1. | Just hold on a moment. |  |
| 2. | I don’t know what you’re talking about |  |
| 3. | I’m afraid that is going to be a problem |  |
| 4. | The manager has a huge problem on his hands |  |
| 5. | These computers are always off line |  |
| 6. | We must have payment by 1 April at the latest, or else your subscription will lapse. |  |

1. You are speaking to a client; he/she has been cut off three times while speaking to you. How do you respond? Give a positive and negative option: -

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| **Negative Response** | **Positive Response** |
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1. You need to tell a client that you cannot help them with a problem and there’s no one else available who can. Again give a positive and negative option.

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| **Negative Response** | **Positive Response** |
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| ***Activity 3: Body Language Analysis*** |  |  |  | ***US 119454 SO1 AC7; SO2 AC3*** |

Write down what you see per picture and what feelings/perception you have of the image. Then discuss how this non-verbal communication can be bettered:

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| **Picture** | **Non-Verbal Message – what is the person’s body language telling you** |
|  | **How can it be bettered**: |
|  | **How can it be bettered**: |

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|  | **How can it be bettered**: |

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| ***Activity 4: Listening Skills*** |  |  |  |  | ***US 119454 SO1 AC1; SO2 AC2 & AC3*** |

1. SELF REFLECTION: Consider the following statements and answer honestly.

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| **Statement** | **Yes** | **No** |
| 1) I frequently attempt to listen to several conversations at the same time. |  |  |
| 2) I like people to give me the facts and then let me make my own interpretation. |  |  |
| 3) I sometimes pretend to pay attention to people. |  |  |
| 4) I consider myself a good judge of non-verbal communication. |  |  |
| 5) I usually know what another person is doing to say before he/she says it. |  |  |
| 6) I usually end conversation that don’t interest me by diverting my attention from the speaker, |  |  |
| 7) I frequently nod, frown, or whatever to let the speaker know how I feel about what he/she is saying. |  |  |
| 8) I usually respond immediately when someone has finished talking. |  |  |
| 9) I evaluate what is being said while it is being said. |  |  |
| 10) I usually formulate a response while the other person is still talking. |  |  |
| 11) The speaker’s “delivery” style frequently keeps me from listening to content. |  |  |
| 12) I usually ask people to clarify what they have said rather than guess at the meaning. |  |  |
| 13) I make a concerted effort to understand other people’s point of view. |  |  |
| 14) I frequently hear what I expect to hear rather than what is said. |  |  |
| 15) Most people feel that I have understood their point of view when we disagree. |  |  |
| 16) I often complete people’s ideas or sentences for them. |  |  |
| 17) I can deduct from the manner of speaking and the appearance of a speaker if he/she has to say something of value. |  |  |
| 18) I do not keep my viewpoint in the back of my head while I listen. |  |  |
| 19) I tell people straight away when I disagree with what is said even of I have to interrupt. |  |  |
| 20) I often think about other things while listening, I am a fast thinker and understand quickly. |  |  |
| **Are you a good listener?** |  |  |

1. What areas do you think you could work and improve on?

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1. **Explain** the difference between listening and hearing. What is the process?

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1. Read the following case study and answer the questions that follow:

You just get off the phone with Ms. June Johnson, your participant from hell! Your conversation is summarized below:

“Ms. Johnson! How are you today? I’m glad to hear you are doing well. I just wanted to follow up with you to see if you in fact did complete that application for the transportation form I sent you. I know how hard it can be for you to get to your appointments without your own car.

Mrs. Johnson, says no honestly I haven’t even had a chance to look at that mess. You keep sending me all this stuff every week. My grandbaby is sick in the hospital and *everyone is focused on helping her get better*. I am not really worried about *my* *screenings* right now. I know they are important though.

The contact centre agent gives her sympathy to Ms. Johnson, and at the same time states maybe I could get one of our reps to stop by next week and we can fill out those forms together; and don’t worry about those missed appointments I can reschedule them for you in a couple of weeks. Does that sound good?

No, Mrs. Johnson states…I’m not interested right now…how about I will call you in a couple of weeks.

It seems like you cannot accomplish anything with her. Every appointment you schedule on her behalf, she does not complete. Every time you send her applications for resources she requests such as transportation, help with costs of her co-pays and even an application for help with the costs of her prescription medication, she does not fill them out. She is still over due on all of her screenings and at this point you feel like she is not able to be successfully navigated. After all you tried right?

4.1 Did the contact centre agent use active listening techniques at any point in this conversation? Explain

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4.2 Using the above case study, give an example of how active listening skills can be incorporated into the conversation. What sort of questions should the agent have asked Mrs Johnson

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4.3 How do you think active listening skills would have benefited both the caller and the customer? If the agent had asked the correct questions would the Mrs Johnson and the agent have benefitted? Explain

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