education

Department:
Education
REPUBLIC OF SOUTH AFRICA

# NATIONAL CERTIFICATE (VOCATIONAL)

## SUBJECT GUIDELINES

# CONTACT CENTRE OPERATIONS

# NQF Level 4

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# CONTACT CENTRE OPERATIONS – LEVEL 4

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# INTRODUCTION

## A. What is Contact Centre Operations?

The contact centre industry is one of the fastest growing industries in South Africa. Contact centres evolve daily. The concept is that of an ongoing, organised "set" of human resources, procedures and methods designed to generate, analyse, disseminate, store and retrieve information. Contact centres comprehensively and seamlessly integrate every facet of business relating to the customer, whether this be marketing, sales, customer service or field support, by integrating people, process and technology. The objective is to create a long-term, mutually beneficial relationship with customers.

## B. Why is Contact Centre Operations important in the Marketing programme?

According to the Chartered Institute of Marketing, "Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements; the satisfaction of consumer needs and wants becomes the rationale for everything the company does. If a company fails its customers, there is any number of rivals waiting to take over."

Contact Centre Operations is the culmination of many different but related modern marketing developments. Clients communicate with companies through contact centres. In certain markets, there is little direct contact between producers and consumers. By collecting, analysing and interpreting facts, marketing research can find out what people want and why they want it. Clearly, marketing decisions are only as good as the information on which they are based. Marketing management uses information gathered by contact centres to plan and aid marketing decisions.

Adam Smith said in 1776: "Consumption is the sole end and purpose of all production and the interest of the producer ought to be attended to only so far as it may be necessary for promoting that of the consumer".

## C. The link between the Contact Centre Operations Learning Outcomes and the Critical and Developmental Outcomes

Marketing effectiveness depends on communication, which means identifying and solving problems in reading and written activities and working effectively with others using interactive speech through a process of developing language capability across language applications in principles and strategies.

To contribute to the personal development of each student or employee and the social and economic development of the society, it must be the intention underlying any programme of learning including Contact Centre Operations to make an individual aware of the importance of:

- reflecting on and exploring a variety of strategies to learn and solve problems effectively;
- participating as responsible citizens in the life of local, national and global communities; and
- being culturally and aesthetically sensitive across a range of social contexts.

## D. Factors that contribute to achieving Contact Centre Operations Learning Outcomes

A student who is interested in marketing aims for an integrated approach, which embraces new opportunities in a dynamic, action-driven manner, based on an overall business philosophy. A consumer-orientated student provides customer satisfaction to achieve business objectives. This programme requires students with exceptional behaviour, who can work under pressure and stay focused and who possess good decision-making, communication and interpersonal skills. Customer relationship management, internal marketing and customer care form a fully integrated system.

Contact centres play a vital role in eradicating e-illiteracy and narrowing the digital gap in Africa.

## 1 DURATION AND TUITION TIME

This is a one year instructional programme comprising 200 teaching and learning hours. The subject may be offered on a part-time basis provided the candidate meets all of the assessment requirements.

Course preparation should consider students with special education needs (LSEN).

## *2* SUBJECT LEVEL FOCUS

Deal with customer queries and complaints

## 3 ASSESSMENT REQUIREMENTS

### 3.1 Internal assessment (50 percent)

3.1.1 Theoretical component

The theoretical component will form 40 percent of internal assessment.

Internal assessment of the theoretical component of Contact Centre Operations Level 4 will take the form of observation, class questions, group work, (informal group competitions with rewards), individual discussions with students, class, topic- and semester tests, and internal examinations. Daily observations can be made when marking assignments of the previous day and class questions.

Assignments, case studies and tests can be done at the end of a topic. Tests and internal examinations must form part of internal assessment.

3.1.2 Practical component

Practical components include applications, exercises and assignments. All practical components must be indicated in a Portfolio of Evidence (PoE).

The practical components will form 60 percent of internal assessment.

Internal assessment of the practical component of Contact Centre Operations Level 4 will take the form of assignments, practical exercises, case studies, practical examination in a simulated business environment.

Students may complete practical assignments on a daily basis. Assignments and case studies can also be done at the end of a topic. Practical examination can form part of internal practical assessment.

- **Some examples of practical assessments include, but are not limited to:**
  - Presentations (lectures, demonstrations, group discussions and activities, practical work, observation, role play, independent activity, syntheses and evaluation)
  - Exhibitions by students
  - Visits undertaken by students based on a structured assignment task
  - Research
  - Task performance in a simulated/structured environment

- **Definition of the term "Structured Environment"**

"Structured environment" for the purpose of assessment refers to an actual or simulated workplace, or workshop environment. It is advised that a practicum room is available on each campus for practical assessment.

- **Evidence in practical assessments**

All evidence pertaining to evaluation of practical work must be reflected in the student's PoE. The tools and instruments constructed and used for the purpose of conducting such assessments must be clear form evidence contained in the PoE.

3.1.3 Processing of internal assessment mark for the year

A year mark out of 100 is calculated by adding the marks of the theoretical component and the practical component of the internal continuous assessment.

3.1.4 Moderation of internal assessment mark

Internal assessment is subjected to both internal and external moderation procedures as contained in the *National Examinations Policy for FET College Programmes*.

### 3.2 External assessment (50 percent)

A national examination is conducted annually in October or November by means of a paper set, marked and moderated externally.

Details in respect of external assessment are contained in the *Assessment Guidelines: Contact Centre Operations* (Level 4).

## 4 WEIGHTED VALUES OF TOPICS

| TOPICS | WEIGHTED VALUE |
|---|---|
| 1. Handle a range of customer complaints in Contact Centres | 25% |
| 2. Customer and market related trends impacting on Contact Centres | 20% |
| 3. A personal Contact Centre culture | 15% |
| 4. Performance standards in a Contact Centre | 20% |
| 5. Contact Centre specific sales techniques | 20% |
| **TOTAL** | **100** |

## 5 CALCULATION OF FINAL MARK

| | | |
|---|---|---|
| Internal assessment: | Student's mark/100 x 50 = a mark out of 50 | (a) |
| Examination mark: | Student's mark/100 x 50 = a mark out of 50 | (b) |
| **Final mark:** | **(a) + (b) = a mark out of 100** | |

All marks are systematically processed and accurately recorded in order to be available as hard copy evidence for, amongst others, purposes of moderation and verification, as well as purposes of reporting.

## 6 PASS REQUIREMENTS

The student must obtain at least fifty (50) percent in ICASS and fifty percent (50) in the examination.

## 7 SUBJECT AND LEARNING OUTCOMES

On completion of Contact Centre Operations Level 4 the student should have covered the following topics:

Topic 1: Handle a range of customer complaints in Contact Centres
Topic 2: Customer and market related trends impacting on Contact Centres
Topic 3: A personal Contact Centre culture
Topic 4: Performance standards in a Contact Centre
Topic 5: Contact Centre specific sales techniques

### 7.1 Topic 1: Handle a range of customer complaints in Contact Centres

**7.1.1 and 7.1.2 Subject Outcome 1 and 2:** Identify the customer's problem and commit to solving the complaint.

**Learning Outcome:**

- Identify the nature and origin of the complaint.
- Take responsibility for action to solve the problem.
- Document the problem, according to company regulations and requirements.
- Demonstrate commitment to resolve the complaint.
- Ensure that the customer is totally satisfied with the complaint process.
- Ensure that the company provides support for both the individual and the customer.

**7.1.3 Subject Outcome 3:** Arrange correct planning and solutions to the customer's problem.

**Learning Outcome:**

- Apply the correct solution to solve the customer's problem within the agreed timeframe.
- Maintain contact with all relevant stakeholders.

**7.1.4 Subject Outcome 4:** Communicate with all stakeholders.

**Learning Outcome:**

- Notify relevant internal parties of the complaint and its rooting.
- Notify the immediate superior of the customer's complaint for further action.
- Communicate with the customer with regard to the outcome and progress of the solution.

**7.1.5 Subject Outcome 5:** Provide practical business solutions.

**Learning Outcome:**

- Arrange partnership between other stakeholders and the organisation, to facilitate the solution of the customer's problem.
- Build relationships by solving the customer's complaint and by increasing sales.

### 7.2 Topic 2: Customer and market related trends impacting on Contact Centres

**7.2.1 Subject Outcome 1:** Identify client and market related trends.

**Learning Outcome:**

- Conduct sufficient market research.
- Identify relevant factors specific to the research.
  *Range: Includes but is not limited to products, clients and services.*
- Identify trends specific to the industry.
- Acquire data from reliable sources.

**7.2.2 Subject Outcome 2:** Analyse client and market related trends.

**Learning Outcome:**

- Conduct comparative analyses accurately.
- Complete trend analysis comprehensively.
- Ensure that the analysis is consistent with industry and company specific requirements.

**7.2.3 Subject Outcome 3:** Recommend an initiative.

**Learning Outcome:**

- Ensure that recommendations are highlighted including profitability, potential business needs, sustainability and practicalities.
- Clearly state and describe recommendations.
- Base recommendations on a valid analysis.
- Ensure that recommendations are complete.
- Ensure that recommendations are compliant with company specific formatting requirements.

### 7.3 Topic 3: A personal Contact Centre culture.

**7.3.1 Subject Outcome 1:** Identify and define what a Contact Centre is.

**Learning Outcome:**

- Explain verbally what a Contact Centre is.
- Identify all elements of a Contact Centre.
- Put a Contact Centre into context with other functions.

**7.3.2 Subject Outcome 2:** Identify Contact Centre principles and concepts.

**Learning Outcome:**

- Define Contact Centre principles verbally.
- Define the components of Contact Centre concepts.

**7.3.3 Subject Outcome 3 and 4:** Identify, list and persuade others of the benefits of a Contact Centre culture.

**Learning Outcome:**

- Identify and list benefits for self.
- Explain benefits for self.
- Identify and list benefits for others.
- Explain benefits for others to others.
- Persuaed people of the advantages of a Contact Centre culture.

### 7.4 Topic 4: Performance standards in a Contact Centre

**7.4.1 Subject Outcome 1:** Apply statistical understanding to performance targets.

**Learning Outcome:**

- Access relevant performance standards data and provide an accurate interpretation thereof.
- Ensure that standards for measuring performance are within control parameters and quality commitments.

**7.4.2 Subject Outcome 2:** Review performance and implement performance standard benchmarks.

**Learning Outcome:**

- Conduct performance reviews regularly as per company requirements.
- Identify and record performance discrepancies.
- Ensure that selected review methods are relevant, fair and communicated to individuals.
- Identify and record opportunities for improvement.
- Take appropriate action with respect to achievements of performance standards.
- Implement action timeously and according to company specific requirements.
- Maintain benchmarks consistently.

### 7.5 Topic 5: Contact Centre specific sales techniques

**7.5.1 Subject Outcome 1:** Identify client types and needs.

**Learning Outcome:**

- Identify sales opportunities.
- Identify client needs accurately within an industry specific context.

**7.5.2 Subject Outcome 2:** Cross-sell products in a Contact Centre.

**Learning Outcome:**

- Generate multi-sales as per industry specific requirements.
- Provide all product related information accurately.
- Adhere to company specific procedures and industry regulations.

**7.5.3 Subject Outcome 3**: Close sales in order to meet targets.

**Learning Outcome:**

- Meet the needs of the clients.
- Confirm and authorised according to company specific procedures and legislative requirements.
- Ensure that the number of sales closed complies with company specific targets.
  *Range: Sales includes but is not limited to rand value and units.*

# 8 RESOURCE NEEDS FOR THE TEACHING OF CONTACT CENTRE OPERATIONS – LEVEL 4

## 8.1 Physical resources

- **Structured Marketing environment**

Completely equipped with all necessary materials, devices and equipment that represent the practical environment as found in the marketing sector, so that students can get hands-on training and perform practical assignments for assessment purposes.

- **Technology and Research Centre**
  - Computers, scanners and printers for students to complete assignments/case studies/projects and to do research
  - Access to Internet
  - Research software e.g. Encarta
  - Subject related magazines/DVDs/videos
  - Daily newspapers
  - Reference books
  - List of stakeholders involved in the training process for presentations/guest speakers/ practical experience
  - Applicable legislation/Acts
  - Secure stockroom

## 8.2 Human resources

- A qualification in marketing/degree in Marketing/ three year teaching diploma/ recognition based on prior learning in this field of study
- Facilitation skills
- Assessor- and moderator qualifications
- Training in Outcomes Based Education (OBE) methodology
- Ongoing upskilling in new developments and innovations
- A full time Technology and Research Centre Manager

## 8.3 Other Resources:

- Consumables e.g. stationery
- Student guides
- Assessment guides
- Logbooks
- Workbooks
- Files
- Calculators