



## NATIONAL CERTIFICATE: CONTACT CENTRE QUALIFICATION ID 71489 - NQF LEVEL 4 - 132 CREDITS

The Fundamental Component consists of Unit Standards to the value of 56 credits all of which are compulsory.

The Fundamental Component consists of Unit Standards in:

- Mathematical Literacy at NQF Level 4 to the value of 16 credits
- Communication at NQF Level 4 in a First South African Language to the value of 20 credits
- Communication in a Second South African Language at NQF Level 3 to the value of 20 credits

### Core Component:

The Core Component consists of Unit Standards to the value of 66 credits all of which are compulsory.

### Elective Component:

The Elective Component consists of individual unit standards from which the learner must choose unit standards totalling a minimum of 10 credits.

## OUTLINE OF LEARNING PROGRAMME

### Module 1: Communication Skills

Type	US ID	UNIT STANDARD TITLE	LEVEL
Fundamental	119467	Use language and communication in occupational learning programmes	Level 3
Fundamental	119462	Engage in sustained oral/signed communication and evaluate spoken/signed texts	Level 4

### Module 2: Language Proficiency

Type	US ID	UNIT STANDARD TITLE	LEVEL
Fundamental	119472	Accommodate audience and context needs in oral/signed communication	Level 3
Fundamental	119457	Interpret and use information from texts	Level 3
Fundamental	119465	Write/present/sign texts for a range of communicative contexts	Level 3
Fundamental	119459	Write/present/sign for a wide range of contexts	Level 4

### Module 3: Mathematical Literacy

Type	US ID	UNIT STANDARD TITLE	LEVEL
Fundamental	9016	Represent analyse and calculate shape and motion in 2-and 3-dimensional space in different contexts	Level 4
Fundamental	9015	Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems	Level 4
Fundamental	7468	Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues	Level 4

### Module 4: Principles of Contact Centre Operations

Type	US ID	UNIT STANDARD TITLE	LEVEL
Core	10313	Comply with service levels as set out in a Contact Centre Operation	Level 4
Core	10324	Describe features, advantages and benefits of a range of products or services	Level 4
Fundamental	12153	Use the writing process to compose texts required in the business environment	Level 4

### Module 5: Contact Centre Management

Type	US ID	UNIT STANDARD TITLE	LEVEL
Core	10323	Implement Contact Centre specific sales techniques to generate sales through a Contact Centre	Level 4
Core	10321	Monitor and maintain performance standards in a Contact Centre	Level 4
Core	10327	Provide coaching to personnel within a Contact Centre	Level 4

### Module 6: Contact Centre customers

Type	US ID	UNIT STANDARD TITLE	LEVEL
Elective	10331	Identify and analyse customer and market related trends impacting on Contact Centres	Level 4
Core	10326	Identify customers of Contact Centres	Level 4
Fundamental	119469	Read/view, analyse and respond to a variety of texts	Level 4

### QUALIFICATION OUTCOME

On achieving this qualification, the learner / student will be able to:

- Understand and implement service levels and their monitoring in Contact Centres.
- Monitor and control Contact Centre support Staff and their meeting of targets and standards.
- Apply specific Contact Centre sales knowledge and skills in creating and meeting sales targets and requirements.

- Identify specific Contact Centre customers.
- Coach others in Contact Centres.
- Work with Contact Centre statistical data.

## **INTERNATIONAL COMPARABILITY**

### **Benchmarking was done by comparison to Unit Standards / Outcomes of learning against:**

- New Zealand and Australian Qualifications where these could be sourced.
- NVQ Qualifications from Britain. In fact the NVQ have compared the unit standards in this qualification and have approved the relevant unit standards for a period of two years.

## **ARTICULATION OPTIONS**

On completion of this qualification, besides careers in the formal Contact Centre industry, learners may also be able to enter careers in:

- Administration Clerks
- Contact Centre Agent/Consultant
- Contact Centre Coach
- Contact Centre Manager
- Contact Centre Supervisor
- Customer Care Consultants
- Customer Service Representatives
- Data Capturing
- Direct Selling
- Other IT Related Fields
- Receptionists
- Sales
- Switchboard operators
- Tele Marketing

### **Note:**

- The above is an indication rather than an exhaustive listing
- In addition learners can specialise in an industry sector e.g. FMCG; Retail, Wholesale, Motor, Insurance, Banking etc