



Purpose and rationale

The National Qualification in Contact Centre Operations (NQF4) will provide the broad knowledge and skills needed in the industry and to progress along a career path for learners who at the higher levels need a set of unit standards against which to align and measure themselves, have worked in Contact Centres for many years but have no formal qualification in Contact Centre Management, wish to extend their range of skills and knowledge of the industry so that they can become competent workers in Contact Centres.

Learning assumed to be in place

Communication and Mathematical Literacy at NQF Level 3. Second Language (verbal and written communication skills) at NQF level 2. Demonstrated competency against unit standards in Contact Centres at NQF Level 2 or equivalent.

Modules covered

1 – PRINCIPLES OF CONTACT CENTRE OPERATIONS

- Comply with service levels as set out in a Contact Centre Operation (SAQA 10313)
- Describe features, advantages and benefits of a range of products and services (SAQA 10324)
- Use the writing process to compose texts required in the business environment (SAQA 12153)

2 – CONTACT CENTRE MANAGEMENT

- Implement Contact Centre specific sales techniques to generate sales through a Contact Centre (SAQA 10323)
- Provide coaching to personnel within a Contact Centre (SAQA 10327)
- Monitor and maintain performance standards in a Contact Centre (SAQA 10321)

3 – CONTACT CENTRE CUSTOMERS

- Identify customers of Contact Centres (SAQA 10326)
- Identify and analyse customer and market related trends impacting on Contact Centres (SAQA 10331)
- Read/review, analyse and respond to a variety of texts (SAQA 119469)

4 – PRESENTING INFORMATION FOR CONTACT CENTRES

- Engage in sustained oral/signed communication and evaluate spoken /signed texts (SAQA 119462)
- Write/present/sign for a wide range of contexts (SAQA 119459)
- Retrieve and correlate statistical data applicable to Contact Centres (SAQA 10322)

5 – COMMUNICATION 2ND LANGUAGE

- Use language and communication in occupational learning programmes (SAQA 119467)
- Accommodate audience and context needs in oral communication (SAQA 119472)
- Write/present/sign texts for a range of communicative contexts (SAQA 119465)
- Interpret and use information from texts (SAQA 119457)

6 – NUMERACY

- Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems (SAQA 9015)
- Represent, analyse and calculate shape and motion in 2- and 3-dimensional space in different contexts (SAQA 9016)
- Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues (SAQA 7468)