
National Qualification

Further Education and Training Certificate Contact Centre Operations (Management) Level Four

This qualification offers the learners /students' knowledge and skills in the Management of records, Comprehension of written and verbal texts, Business Writing, Problem Solving, Ethics, Cultural Awareness, Self Management and Self Development, Project Teamwork and Business Policies and Procedures. The qualification, through its selective component, enables the learner to specialize in areas of administration such as Reception, Executive Administration, Financial Literacy, Relationship Management, Legal Knowledge, Communication, Project Administration and Support, Call Centre and Human Resources.

Qualification ID	71489
Title	Further Education and Training Certificate: Contact Centre Operations
NQF Level	4
Credits	132
Duration	12 to 18 months

Target Audience / Career Choices

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

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

Exit Level Outcomes

- 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.
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Modules included in this qualification

Module One – Contact Centre Principles and Sales

This module provides the Learner with an understanding of a Contact Centre, identifying the clients and their needs from a Contact Centre. They will be describing features, advantages and benefits of products and how to use them in the sales techniques specific to a contact centre. The learner will identify and analyse customers and market related trends impacting on Contact Centres.

Module Two - Communication

Communication; verbal, non-verbal and written communication is included and the skills of presentation is practiced. The use of language, the interpretation there-of and the effect it has in a diverse environment is learned and responded to.

Module Three – Performance Management

Techniques to obtain and respond to statistics relating to Contact Centres is learned. This information is used to manage the performance and the coaching of employees. Implementing and coordinating campaigns and activities in a Contact Centre environment is practiced.

Assessment Methodology

The assessment tools used on the Programme are chosen with simplicity and practicality in mind. We assess each individual outcome and assessment criteria and then also assess them on an integrated and holistic viewpoint. Our extensive experience of training this content has shown that the more practical and applied the assessment tool, the better. The tools used fall into the following categories:

- Formative and Summative assessment during the contact-time with the facilitator
 - Post-programme activities (including the final assessment against the unit standard outcomes) an integrated view
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Methods we use:

- Case Study
- Facilitated Lecture
- Team work / group work
- Individual activities
- Demonstrations
- Scenario Sketching
- Work place analysis
- Work Based activities and projects