

Further Education and Training Certificate: Contact Centre Operations Level 4

SAQA Qualification ID 71489 – LP 93996, NQF Level 4, 132 Credits

Introduction

The Contact Centre industry is fast becoming the next knowledge worker industry, and has an increased demand for skills that ensure growth and sustainability. Nationally, Call Centres have become a standard requirement inside existing organisations within larger industries such as Banking, Mobile Telecommunications, Insurance and Pay-Tv, to name a few.

This program is designed for Contact Centre staff that wants to formally progress and make Contact Centre Operations their chosen career path due to the on-going demand nationally and flexibility across industries. This program identifies call centre standards against which to align and measure Contact Centre Supervisors and Team Leaders. This will extend your personal range of skills and knowledge of the industry to become more competent leaders in Contact Centres.

Course Designed For

This qualification is ideal for candidates who have been working in a Contact Centre position for a minimum of 1 year as the sessions cover gap-training of concepts and principles relating to the specific topics and outcomes of this qualification. These sessions will also facilitate understanding of the evidence required to be collected for the delegates Portfolio of Evidence.

Entry Requirements

Learners accessing this qualification are assumed to be competent in: Communication, Mathematical and Computer Literacy at NQF Level 3 (equivalent to Grade 11). They will also have demonstrated competency against unit standards in Contact Centre Support at NQF Level 2 or equivalent.

Qualification Objectives

- 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

Qualification Outline

Module 1: Customers and Products

- Identify Customers
- Understand design and purpose of Customer Databases
- Identify product features, advantages and benefits
- Analysis Calls/Sales Statistical Reports

Module 2: Market Trends

- Completing market research
- Compiling Comparative and Trend Analysis
- Creating Initiative Recommendation Reports

Module 3: Service Levels

- Identifying and understanding expected Service Levels
- Collecting and analysing Statistical Data
- Compiling Service Level Performance Reports

Module 4: Monitoring and Coaching

- Completing Contact Centre Agents' Performance Reviews
- Compiling Skills Needs Analysis
- Conducting Coaching
- Compiling Personal Performance Reports