

FETC: Contact Centre Operations NQF 4 132 Credits

Purpose of the Qualification

The primary purpose of the qualification is to provide learners with:

Any individual who are or wish to be involved in the Contact Centre industry, will have access to this qualification. It also serves as the entry qualification into Contact Centre operations and management. This qualification will be registered at NQF Level 4. Portability across both areas of specialisation is therefore ensured.

Learners working towards this qualification will find that the acquisition of competence in the unit standards, which make up the qualification, will add value to learner`s job. This qualification is intended to enhance the provision of entry level service within the Contact Centre Industry.

Rationale

The National Qualification in Contact Centre operations: Level 4 is designed to meet the needs of those learners want to progress and will assist those who make Contact Centre Operations their chosen career path, in the field of Contact Centres. Contact Centres have become key business tools - integral to the way organisations achieve their business objectives. Contact Centres are a new industry - there is a need to develop career paths in this field, and it is a high growth industry constantly in need of skilled people.

The Contact Centre industry is also fast becoming the next knowledge worker industry. All Contact Centres are currently recruiting, training and performance managing agents. Currently Call Centres sit inside of existing organisations within larger Industries, i.e. Banking, Insurance, Pay-TV.

The Contact Centre National Certificate at NQF Level 4 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 needs a set of unit standards against which to align and measure themselves.
- Were previously disadvantaged or who were unable to complete their schooling and were therefore denied access to Further Education and Training.
- 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.



Entry Requirements

Learners accessing this Qualification will have demonstrated competence as follows:

Learners accessing this unit standard or qualification will have demonstrated competency against unit standards in Contact Centres at NQF Level 2 or equivalent

Learners are expected to have demonstrated competency in language (verbal and written communication skills) and numeracy at NQF Level 3 or equivalent

Learners will demonstrate competence in a Second Language (verbal and written communication skills) at NQF level 2.

Module Breakdown

Module	Unit Standard No	Unit Standard	Credits	F/C/E
Customer Service	10313	Comply with service levels as set out in a Contact Centre Operation	10	Core
	10324	Describe features, advantages and benefits of a range of products or services	6	Core
	10328	Implement and co-ordinate Contact Centre activities in a commercial environment	18	Elective
	10329	Implement and co-ordinate Contact Centre activities in an emergency environment	18	Elective
Sales	10326	Identify customers of Contact Centres	4	Core
	10323	Implement Contact Centre specific sales techniques to generate sales through a Contact Centre	12	Core
	119469	Read/view, analyse and respond to a variety of texts	5	Fundamental
	10331	Identify and analyse customer and market related trends impacting on Contact Centres	10	Elective
Performance Management	10321	Monitor and maintain performance standards in a Contact Centre	12	Core
	119472	Accommodate audience and context needs in oral/signed communication	5	Fundamental
	119465	Write/present/sign texts for a range of communicative contexts	5	Fundamental
	12153	Use the writing process to compose texts required in the business environment	5	Fundamental
	119459	Write/present/sign for a wide range of contexts	5	Fundamental
Coaching	10327	Provide coaching to personnel within a Contact Centre	10	Core
	119467	Use language and communication in occupational learning programmes	5	Fundamental
	119462	Engage in sustained oral/signed communication and evaluate spoken/signed texts	5	Fundamental





Module	Unit Standard No	Unit Standard	Credits	F/C/E
Data Management	10322	Retrieve and correlate statistical data applicable to Contact Centres	12	Core
	119457	Interpret and use information from texts	5	Fundamental
	9015	Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems	6	Fundamental
	9016	Represent analyse and calculate shape and motion in 2-and 3-dimensional space in different contexts	4	Fundamental
	7468	Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues	6	Fundamental

