



Executive Summary

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| Qualification | FETC: Contact Centre Operations |
| Qualification ID | 93996 |
| NQF Level | 5 |
| Minimum Credits | 132 |
| Duration | 12 months |
| Field | Business, Commerce and Management Studies |
| Subfield | Marketing |
| ETQA | Services SETA |
| Purpose | 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. |

Entry Requirements

- 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.



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Exit Level Outcomes

- 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.

The KLM Empowered X-Perience



X-Ploration

For each of the SIX integrated learning blocks, learners explore content on their own before engaging with others. Guided by self-study plans and diagnostic self-assessment, they formulate their own insights to share.



X-Tension

Workplace application assignments allow learners to put their new learning to use on the job. Under the guidance of mentors, and with access to performance and wellness support, learners hone their skills and add value.



X-Citement

Learners receive a welcome letter and an X-Perience Map detailing the flow of their qualification. An orientation session helps them to understand the benefits and career options linked to the qualification.



X-Change

Learners attend facilitator-led sessions, either in class or online, to share their learning and refine their skills in a safe environment. Collaborative activities and peer feedback build learning synergy and allow learners to master specific skills.



X-Cellence

Each learner's progress is measured against learning outcomes through formative and summative assessment. Final examinations and presentations are used to obtain an accurate picture of overall understanding and mastery of the content.

Learning Blocks

1

Service Levels in Contact Centres

| ID | Unit Standard Title | Level | Credits |
|--------|---|-------|---------|
| 10313 | Comply with service levels as set out in a Contact Centre Operation | 4 | 10 |
| 119457 | Interpret and use information from texts | 3 | 5 |
| 119469 | Read/view, analyse and respond to a variety of texts | 4 | 5 |
| Total | | | 20 |

2

Staff Management

| ID | Unit Standard Title | Level | Credits |
|--------|---|-------|---------|
| 10321 | Monitor and maintain performance standards in a Contact Centre | 4 | 12 |
| 119465 | Write/present/sign texts for a range of communicative contexts | 3 | 5 |
| 12153 | Use the writing process to compose texts required in the business environment | 4 | 5 |
| 119459 | Write/present/sign for a wide range of contexts | 4 | 5 |
| Total | | | 27 |

3

Selling Skills

| ID | Unit Standard Title | Level | Credits |
|-------|---|-------|---------|
| 10324 | Describe features, advantages and benefits of a range of products or services | 4 | 6 |
| 10323 | Implement Contact Centre specific sales techniques to generate sales through a Contact Centre | 4 | 12 |
| 7468 | Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues | 4 | 6 |
| Total | | | 24 |

4

Customer Management

| ID | Unit Standard Title | Level | Credits |
|--------|---|-------|---------|
| 10326 | Identify customers of Contact Centres | 4 | 4 |
| 10322 | Retrieve and correlate statistical data applicable to Contact Centres | 4 | 12 |
| 9015 | Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems | 4 | 6 |
| 119472 | Accommodate audience and context needs in oral/signed communication | 3 | 5 |
| 119462 | Engage in sustained oral/signed communication and evaluate spoken/signed texts | 4 | 5 |
| Total | | | 32 |

5

Coaching Skills

| ID | Unit Standard Title | Level | Credits |
|--------|---|-------|---------|
| 10327 | Provide coaching to personnel within a Contact Centre | 4 | 10 |
| 9016 | Represent analyse and calculate shape and motion in 2-and 3-dimensional space in different contexts | 4 | 4 |
| 119467 | Use language and communication in occupational learning programmes | 3 | 5 |
| Total | | | 19 |

Electives

| ID | Unit Standard Title | Level | Credits |
|--------|--|-------|---------|
| 114941 | Apply knowledge of HIV/AIDS to a specific business sector and a workplace | 3 | 4 |
| 117877 | Perform one-to-one training on the job | 3 | 4 |
| 242815 | Apply the organisation's code of conduct in a work environment | 4 | 5 |
| 114884 | Co-ordinate the improvement of productivity within a functional unit | 4 | 8 |
| 242655 | Demonstrate knowledge and application of ethical conduct in a business environment | 4 | 4 |
| 10331 | Identify and analyse customer and market related trends impacting on Contact Centres | 4 | 10 |
| 10980 | Induct a new employee | 4 | 6 |
| 10978 | Recruit and select candidates to fill defined positions | 4 | 10 |
| 10981 | Supervise work unit to achieve work unit objectives (individuals and teams) | 4 | 12 |
| 10171 | Manage the capture, storage and retrieval of human resources information using an information system | 5 | 3 |
| 252035 | Select and coach first line managers | 5 | 8 |

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The Greatness Effect