



CONTACT CENTRE OPERATIONS 4

The programme entails the following modules:

Personal Growth and Development

Achieving Personal Goals

This module teaches a learner how s/he can achieve his/her personal goals through dedication, positive thinking, and self-awareness. It helps the learner understand how they can take charge of their own career by taking responsibility for their own actions and through continuous self-development.

On completion of this module, you should be able to: -

- Explain your role in achieving personal effectiveness in a business environment.
- Take charge of your own learning and development
- Set clear goals for yourself.
- Manage time more effectively.
- Think and act proactively in a variety of situations.
- Managing stress in the workplace.

Managing Stress

Stress Management knowledge is crucial to a supervisor's role in a customer service centre, as it not only allows the person to effectively manage stress related problems on a personal level, but also to assist his/her co-workers in better managing their stress.

On completion of this module, you should be able to: -

- Identify the causes and effects of stress.
- Establish how different personality types respond to stress.
- The link between body and mind
- Ways to manage stress in your personal life.
- How to manage stress in a Call Centre environment

Time Management

Learning to manage a very valuable and scarce resource, such as time, is pivotal to becoming an effective, results driven employee. This module provides learners with an opportunity to better understand how to plan and manage their time and therefore become more productive with less stress.

On completion of this module, you should be able to: -

- Create a sense of urgency.
- Set up and use systems and tools for time management.
- Organise and prioritise your work.
- Complete your actions.
- Review and account for your time.
- Understand and overcome the obstacles to time management.

Managing Personal Finances [7468]

In this module, the learners discuss how they can manage their own budget by reducing THEIR expenditures and starting to save and invest. In the process they brush up on some mathematical skills and learn about the connection between macro-economic issues and personal finances.

On completion of this module, you should be able to: -

- Use mathematics to plan and control financial instruments.
- Use simple and compound interest to make sense of and define a variety of situations.
- Use mathematics to debate aspects of the national and global economy

Communications [119462]

The power to achieve results using good, clear, and effective communication is just one of the benefits that learners acquire by completing this module. This module helps the learners to critically assess and analyze their own communication skills (oral, written, and non-verbal) and learn ways to communicate more professionally. It leaves learners with no doubt that individual and team tasks or goals can only be optimized through the application and use of positive, clear communication.

On completion of this module, you should be able to: -

- Respond critically yet sensitively as a listener/audience.
- Analyze own responses to spoken /signed texts and adjust as required.
- Use strategies to be an effective speaker/signer in sustained oral/signed interactions.
- Evaluate spoken/signed discourse.

[Interpreting Text \[119469\]](#)

This module helps learners assess their abilities to accurately interpret written text and enhance their ability to more effectively absorb and process information.

On completion of this module, you should be able to: -

- Critically analyze texts produced for a range of purposes, audiences, and contexts
- Identify and explain the values, attitudes, and assumptions in texts.
- Evaluate the effects of content, language, and style on readers'/viewers' responses in specific texts.

[Managing the Team \[57712\]](#)

[Leadership and Frontline Management](#)

This module is pertinent to any Contact Centre employee that is responsible for the management and supervision of staff members. It brings understanding and knowledge to the matter of managing people positively through leadership, motivation, and teambuilding.

On completion of this module, you should be able to: -

- The building blocks of effective teams
- The role of team members

- The role of the team leader
- Explain the impact of group dynamics.
- Motivate a team.
- Build an effective team.
- Manage conflict in teams.

Coaching in a Contact Centre [10327]

This module focuses not only on the importance of coaching, but also on how to practically apply best practices in coaching at work. It is a “must do” for any Contact Centre employee who is responsible for the development of consultants/agents and the achievement of performance targets and service levels.

On completion of this module, you should be able to: -

- Evaluate your current overall effectiveness as a coach within the workplace environment.
- Define and determine what measures define effective coaching.
- Develop an effective coaching process by adopting and implementing coaching tools to aid in the development of our learners.
- Establish elements to conducting effective coaching sessions in a Contact Centre environment.

Effective Business Communication [12153]

This section teaches the participants how to produce quality documents and presentations which will help them to become more convincing and credible as they progress upwards on their chosen career path in the Contact Centre Industry.

On completion of this module, you should be able to: -

- Use textual features and conventions specific to business texts for effective writing.
- Identify and collect information needed to write a text specific to a particular function.
- Compose a text using plain language for a specific function.

Managing Operations

Managing Resources in a Business

This introduction to financial management in business deals with the allocation and behavior of costs, the causal relationship between margins, volumes, and expenses in generating profits, break-even analysis, and the budgeting process.

On completion of this module, you should be able to: -

- Explain your role in achieving personal effectiveness in a business environment.
 - Take charge of your own learning and development
 - Set clear goals for yourself.
 - Manage time more effectively.
 - Think and act proactively in a variety of situations.
- Managing stress in the workplace.

Managing Service Levels [10313, 7468, 10328, 10327, 10321, 10322]

The module gives a clear understanding of different benchmarks and performance objectives. The participants learn how to analyze Contact Centre statistics and apply understanding in the day-to-day management of their team. It introduces the team leaders to continuous improvement using problem-solving methods in a practical and effective manner.

The module requires learners to provide evidence of their Contact Centre operational and statistical knowledge, skills, and problem-solving abilities. Through debates and group work, learners will be exposed to best practice methods and get an opportunity to share their own lessons and best practice methodologies, be that in an outbound or inbound environment.

- **Managing Services**

This module teaches the participant how to take accountabilities for all areas of performance of their team from maximizing the value of every customer to achieving and maintaining the desired service levels and setting new performance benchmarks for sustainable growth and development of their team and individual teams' members.

- **Managing Sales [10323, 10324, 10326,10348]**

This module arms the learners, with the knowledge and skills to take advantage of sales, or cross-selling opportunities that arise. The course helps the participant to better understand the management of campaigns so that they will be able to provide effective leadership to their team.

On completion of these module, you should be able to: -

- Identify client types and needs in a Contact Centre
- Cross-sell products in a Contact Centre
- Close sales to meet targets.

Determine and communicate product features, advantages, and benefits.

- Describe the physical specifications of features, advantages, and benefits.
- Establish and build the customer base.

Compose a text using plain language for a specific function.

Module	Unit standard SAQA ID	Unit standard description	Level	Credits	Unit standard Type
	10313	Comply with service levels as set out in a Contact Centre Operation	Level 4	10	Core
	10324	Describe features, advantages and benefits of a range of products or services	Level 4	6	Core
	10326	Identify customers of Contact Centres	Level 4	4	Core
	10323	Implement Contact Centre specific sales techniques to generate sales through a Contact Centre	Level 4	12	Core
	10321	Monitor and maintain performance standards in a Contact Centre	Level 4	12	Core
	10327	Provide coaching to personnel within a Contact Centre	Level 4	10	Core
	10322	Retrieve and correlate statistical data applicable to Contact Centres	Level 4	12	Core
	119472	Accommodate audience and context needs in oral/signed communication	Level 3	5	Fundamental
	119457	Interpret and use information from texts	Level 3	5	Fundamental
	119467	Use language and communication in occupational learning programmes	Level 3	5	Fundamental
	119465	Write/present/sign texts for a range of communicative contexts	Level 3	5	Fundamental
	9015	Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems	Level 4	6	Fundamental
	119462	Engage in sustained oral/signed communication and evaluate spoken/signed texts	Level 4	5	Fundamental

119469	Read/view, analyse and respond to a variety of texts	Level 4	5	Fundamental
9016	Represent analyse and calculate shape and motion in 2-and 3dimensional space in different contexts	Level 4	4	Fundamental
7468	Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues	Level 4	6	Fundamental
12153	Use the writing process to compose texts required in the business environment	Level 4	5	Fundamental
119459	Write/present/sign for a wide range of contexts	Level 4	5	Fundamental
114941	Apply knowledge of HIV/AIDS to a specific business sector and a workplace	Level 3	4	Elective
113915	Explain the application of the basic conditions of employment act in an employment contract	Level 3	2	Elective
117877	Perform one-to-one training on the job	Level 3	4	Elective
242815	Apply the organisation's code of conduct in a work environment	Level 4	5	Elective
114884	Co-ordinate the improvement of productivity within a functional unit	Level 4	8	Elective
242655	Demonstrate knowledge and application of ethical conduct in a business environment	Level 4	4	Elective
10331	Identify and analyse customer and market related trends impacting on Contact Centres	Level 4	10	Elective
10330	Implement and co-ordinate campaigns within Contact Centres	Level 4	10	Elective

10328	Implement and co-ordinate Contact Centre activities in a commercial environment	Level 4	18	Elective
10329	Implement and co-ordinate Contact Centre activities in an emergency environment	Level 4	18	Elective
10980	Induct a new employee	Level 4	6	Elective
114215	Mentor a colleague to enhance the individual's knowledge, skills, values and attitudes in a selected career path	Level 4	3	Elective
10327	Provide coaching to personnel within a Contact Centre	Level 4	10	Elective
10978	Recruit and select candidates to fill defined positions	Level 4	10	Elective
10981	Supervise work unit to achieve work unit objectives (individuals and teams)	Level 4	12	Elective
10171	Manage the capture, storage and retrieval of human resources information using an information system	Level 5	3	Elective
252035	Select and coach first line managers	Level 5	8	Elective