

# NATIONAL CERTIFICATE: CONTACT CENTRE AND BUSINESS PROCESS OUTSOURCING SUPPORT

**NQF LEVEL 03 – MINIMUM CREDITS: 124**

## PURPOSE AND RATIONALE OF THE QUALIFICATION

### Purpose:

This qualification is intended for persons who already work as Contact Centre and/or Business Process Outsourcing agents or who wish to join the contact centre and/or Business Process Outsourcing industry. The qualification introduces contact centre and/or Business Process Outsourcing operations. The qualification will equip learners with the underpinning knowledge and skills to be able to supply high quality customer service.

Learners will be provided with competencies to handle both inbound and outbound interactions/traffic, within different types of operations of contact centre and/or Business Process Outsourcing. The qualification develops skills in the use of various communication channels e.g., telephone, fax, email, internet, intranet, multifunction devices, webchat, SMS, and letters. The qualification also develops skills in dealing with walk-in clients. The qualification will also provide learning opportunities in the knowledge and skills required to perform back-office processes and tasks. Learners will have the opportunity to learn, develop and practice the skills required to make an effective contribution in a general contact centre and/or Business Process Outsourcing environment.

The qualification is the first in a learning pathway for people working in the call centre and/or BPO environments.

Learners accessing this qualification will be able to work in call centres involving marketing, account management, sales, hospitality, tourism, emergency services, retail, telecommunications, financial services, credit control, etc. The qualification covers the foundational areas of the contact centre and/or Business Process Outsourcing agent's role in the workplace.

On achieving this qualification the learner will be competent in:

- Providing effective customer service in a contact centre and/or Business Process Outsourcing industry.
- Using communication technology in a contact centre.

- Capturing data to track interactions.
- Working effectively as a team member in a group.

## Rationale:

The contact centre and/or Business Process Outsourcing industry is increasingly becoming more diverse, complex, and growing at a fast rate both nationally and internationally. Customer service is the key to success in the sector and this demands expert utilization of technology which handles both basic and complex transactions.

Contact centres and/or Business Process Outsourcing have become key business tools integral to the way organisations achieve their business objectives. Contact centre and/or Business Process Outsourcing is a growing industry requiring career development and progression opportunities.

This qualification is needed to empower entry level employees to deal effectively with the public and to make a meaningful, positive contribution to customer satisfaction and to the image of the organization.

## Assumed Learning

It is assumed that learners entering this qualification are competent in:

- Communication at NQF Level 2.
- Mathematical Literacy at NQF Level 2.
- Computer Literacy at NQF Level 3.

Competence in a second South African language would be a great advantage.

## Duration

The duration of study for this professional qualification is **1 Year**, full time or part time and tuition is face to face or online. Programmes are offered during the week on a full time/part time basis.

## Pricing

Send an email to [info@amilaktraining.co.za](mailto:info@amilaktraining.co.za) for a quotation.

## Student Enrolment Process

Once a student has signed up, there is a step-by-step guide to ensure that the student is enrolled and can commence with their studies

- **Step 1:** Complete Amilak Training Center Application form
- **Step 2:** Submit Application form with required supporting documentation (CV, highest school, ID) to Amilak Training Center

- **Step 3:** Amilak Training Center conducts admission assessments
- **Step 4:** Notification of admission and registration procedures commence
- **Step 5:** Orientation workshop
- **Step 6:** Journey commences to obtaining your qualification in: **NATIONAL CERTIFICATE: CONTACT CENTRE AND BUSINESS PROCESS OUTSOURCING SUPPORT**

## Programme Outline

To be awarded the Qualification learners are required to obtain a minimum of 124 credits as detailed below.

- The Fundamental Component consists of Unit standards to the value of 36 credits all of which are compulsory:

ID	UNIT STANDARD TITLE	CREDITS
<a href="#">119472</a>	Accommodate audience and context needs in oral/signed communication	5
<a href="#">9010</a>	Demonstrate an understanding of the use of different number bases and measurement units and an awareness of error in the context of relevant calculations	2
<a href="#">9013</a>	Describe, apply, analyse, and calculate shape and motion in 2- and 3-dimensional space in different contexts	4
<a href="#">119457</a>	Interpret and use information from texts	5
<a href="#">9012</a>	Investigate life and work-related problems using data and probabilities	5
<a href="#">119467</a>	Use language and communication in occupational learning programmes	5
<a href="#">7456</a>	Use mathematics to investigate and monitor the financial aspects of personal, business and national issues	5
<a href="#">119465</a>	Write/present/sign texts for a range of communicative contexts	5

- The Core Component consists of Unit Standards to the value of 55 credits all of which are compulsory:

ID	UNIT STANDARD TITLE	CREDITS
<a href="#">14348</a>	Process incoming and outgoing telephone calls	3
<a href="#">115772</a>	Use time management techniques to manage time in a financial services environment	2
<a href="#">13912</a>	Apply knowledge of self and team in order to develop a plan to enhance team performance	5
<a href="#">377460</a>	Collect and record information queries and requests from customers	6
<a href="#">377441</a>	Communicate with customers in a Contact Centre and BPO	10
<a href="#">377420</a>	Demonstrate an understanding of Contact Centre and BPO working practices	4
<a href="#">377401</a>	Handle a range of customer complaints in a Contact Centre and BPO	10
<a href="#">244589</a>	Identify causes of stress and techniques to manage it in the workplace	2
<a href="#">377421</a>	Manage in-bound and/or out-bound calls in a Contact Centre	8
<a href="#">110025</a>	Process data using information technology	5

- The Elective Component consists of individual unit standards from which the learner must choose unit standards to the value of a minimum of 33 credits:

ID	UNIT STANDARD TITLE	CREDITS
<a href="#">259639</a>	Explain basic health and safety principles in and around the workplace	4
<a href="#">113918</a>	Explain the implications of the Financial Advisors and Intermediaries Services` Act, (FAIS) for employees in financial services organisations	2

<a href="#">9302</a>	Access information in order to respond to client enquiries in a financial services environment	2
<a href="#">244574</a>	Apply knowledge of HIV/AIDS to a specific business sector and a workplace	4
<a href="#">264371</a>	Demonstrate an understanding of the purpose of the payslip and its components	6
<a href="#">10170</a>	Demonstrate understanding of employment relations in an organisation	3
<a href="#">113915</a>	Explain the application of the basic conditions of employment act in an employment contract	2
<a href="#">264377</a>	Identify and demonstrate understanding of different types of employment contracts and how this impacts payroll administration	8
<a href="#">242863</a>	Identify basic employment rights and responsibilities and deal appropriately with own grievances and disputes	4
<a href="#">116940</a>	Use a Graphical User Interface (GUI)-based spreadsheet application to solve a given problem	6
<a href="#">242899</a>	Analyse the skills development legislation and apply it in the workplace	4
<a href="#">117129</a>	Apply the regulations for disclosure that are required as part of the financial sales process	2
<a href="#">116610</a>	Assess and allocate debt collecting accounts according to risk profile	6
<a href="#">252213</a>	Carry out marketing administration within agreed parameters	6
<a href="#">252248</a>	Certify certificates of origin and other commercial documents	7
<a href="#">116606</a>	Communicate orally with relevant stakeholders in the recovery of debt	6
<a href="#">116598</a>	Compile debtor correspondence in accordance with legislation and standard procedures	6
<a href="#">117834</a>	Conduct exhibition telemarketing	2
<a href="#">242897</a>	Define supplier specifications	5
<a href="#">264339</a>	Demonstrate an understanding of critical ethical values in a payroll environment	8
<a href="#">116608</a>	Demonstrate knowledge and application of ethical conduct in a debt recovery work context	6
<a href="#">12164</a>	Demonstrate knowledge and insight of the Financial Advisory and Intermediary Services Act (FAIS) (Act 37 of 2002)	2

<a href="#">12745</a>	Demonstrate knowledge and understanding of accounting practice and procedures associated with the collection of debts	6
<a href="#">242584</a>	Demonstrate knowledge and understanding of the Financial Advisory and Intermediary Services Act 2002 (FAIS) (Act 37 of 2002) as it impacts on a specific financial services sub-sector	2
<a href="#">117117</a>	Describe standard insurance cover in terms of SASRIA	4
<a href="#">377160</a>	Explain the fundamentals of the concepts of 'wellness'	8
<a href="#">259458</a>	Interpret classification systems in order to organise, retrieve and dispose of records	8
<a href="#">116601</a>	Manage credit grantor portfolio	4
<a href="#">116599</a>	Manage debtor portfolio	6
<a href="#">13948</a>	Negotiate an agreement or deal in an authentic work situation	5
<a href="#">10327</a>	Provide coaching to personnel within a Contact Centre	10
<a href="#">10171</a>	Manage the capture, storage and retrieval of human resources information using an information system	3

Specialisations:

People Supporting Process (Learning Programme ID 94082):

- ID 244574: Apply knowledge of HIV/Aids to specific business sector and a workplace, Level 3, 4 credits.
- ID 377160: Explain the fundamentals of the concepts of "wellness", Level 4, 8 credits.
- ID 10170: Demonstrate understanding of employment relations in an organisation, Level 3, 3 credits.
- ID 242863: Identify basic employment rights and responsibilities and deal appropriately with own grievances and disputes, Level 3, 4 credits.
- ID 113915: Explain the application of the Basic Conditions of Employment Act in an employment contract, Level 3, 2 credits.
- ID 242899: Analyse the skills development legislation and apply it in workplace, Level 4, 4 credits.
- ID 2643778: Identify and demonstrate understanding of different types of employment contracts and how this impacts payroll administration, Level 3, 8 credits.
- ID 264339: Demonstrate an understanding of critical values in a payroll environment, Level 4, 8 credits.
- ID 264371: Demonstrate an understanding of the purpose of the payslips and its components, Level 3, 6 credits.
- ID 10171: Manage the capture, capture, storage and retrieval of human resources information using an information system, Level 5, 3 credits.
- ID 13948: Negotiate an agreement or deal in an authentic work situation, Level 4, 5 credits.
- ID 116940: Use a graphical user interface (GUI) - based spread sheet application to solve a given problem, Level 3, 6 credits.
- ID 10327: Provide coaching to personnel within a contact centre, Level 4, 10 credits.



## Exit Level Outcomes

1. Provide effective customer service in a contact centre and/or Business Process Outsourcing centre.
2. Demonstrate knowledge of and use communication technology in a contact centre environment.
  - Range: Technology includes but is not limited to telephony, fax, email, internet, intranet, multifunction device, webchat and SMS.
3. Capture data to track interactions.
  - Range: Data include but are not limited to personal details, communication record between agent and the customer, communication outcome, resolution path and timeframes.
4. Work effectively as a team member in a group to enhance team performance.

Critical Cross-Field Outcomes:

The Critical Cross-Field Outcomes are addressed as follows in the qualification:

- Identifying and solving problems by applying communication, questioning and active listening skills to meet customer needs and expectations and resolving their complaints/problems.
- Working effectively with others in the workplace as a member of the team to achieve the Contact Centre's aims and objectives and meet customers' needs and expectations.
- Organising and managing oneself and one's activities responsibly by planning own tasks in order to improve performance.
- Collecting, analysing, organising, and critically evaluating information to input and/or pull customer information from the system to meet customer needs and expectations according to organisational requirements.
- Communicating effectively using appropriate verbal skills to answer and make calls from and to customers, including graphical representations to disseminate information to key stakeholders relating to customer's needs.

## Course material & additional fees

Learners must make provision for additional items such as textbooks, stationery, re-write examinations.

## International Comparability

This qualification and its component unit standards have been compared with similar qualifications including short courses and/or training programmes from various countries. The United States of America, India and the Philippines are regarded as having the best practice in Contact Centre and/or BPO service delivery. Comparability was also done with training given in Australia, New Zealand, United Kingdom, Scotland, and Canada.

International qualifications and courses offered in Contact Centre and/or BPO were examined to see how this qualification compared in scope, content, duration and qualification level.

### The Philippines:

- Call Center Academy (CCA):

The Philippines is one of the world's leading markets for outsourcing business processes. The Call Center Academy (CCA) was established in 2001 to address the pressing need of providing employment opportunities for the call center and business process outsourcing (BPO) industry. The Academy offers an entry-level short course (International Call Center Proficiency ICCP) training program in line with the Training Regulations for Contact Centers of TESDA accredited by TESDA designed to help candidate trainees acquire the attitude, skills and knowledge required in a call center industry. The course content compares favourably with the South African qualification although it differs in terms of duration.

- BPO Training Academy:

The BPO Training offers a comprehensive call center training curriculum to fit the needs of those people who would like to work as a Call Center Agent or Technical Support Representative (Voice and non-voice). The company's strategic approach to BPO/Call Center Training professionalizes the career of call center agents who are considered the front liners of the industry. The Academy is registered and accredited by TESDA and an active member of the Business Processing Association of the Philippines. It offers a comprehensive Call Centre Training (120 hours) program which provides an in-depth knowledge and hands-on practice with the skills required for immediate employment in a call center industry.

### United States of America (USA):

The Call Centre Learning Solutions (CCLS) is a consulting and learning solutions firm providing training to more than 5,000 companies worldwide. It provides learning that is focused on the fundamentals, core skills, knowledge and competencies required for success in the call center. The following course is targeted to new agents who want or need a broader perspective of scope of the Call Centre and BPO industry's functions and roles and compares favourably with the South African qualification.

Comparisons were also done with countries that face similar social, economic, and technological challenges like South Africa within the SADC region in particular such as Botswana, Nigeria, Namibia, Sierra Leone, Ghana, Kenya, Nairobi, and Tanzania. The comparability focused on the qualifications and standards including learning programmes and short courses offered in the Contact Centre and/or BPO industry. Unfortunately, none of these countries has been found to have qualifications and/or standards in place. South Africa therefore has been regarded as a leading country in providing training in Contact Centre and/or BPO service delivery. This qualification therefore provides a model that could be benchmarked by other countries especially within the SADC region.

### Conclusion:

Comparing the South African Contact Centre and/or BPO support qualification and other qualifications including short courses or learning programmes, it is reasonable to conclude that the qualification compares favourably with courses in countries leading in this industry in terms of scope and content. The qualification falls well within the occupational profiles and training standards of Contact Centre and/or BPO Agents of the other countries.



## Language Policy

All classes and assessments are conducted in English. Learners need to be able to understand spoken English and complete their assessments in English.

## Disclaimer

Amilak Training Center reserves the right to change the programme content due to changes in the regulatory environment, market requirements and other reasons. All possible measures will be taken to minimize inconvenience to students.

*I,..... (student name),  
hereby acknowledge that I understand the information stated in this factsheet and fully comprehend the specifics explained above pertaining to this qualification.*

Signature of Learners: \_\_\_\_\_

Name of Parent/Guardian: \_\_\_\_\_

Signature of Parent/Guardian: \_\_\_\_\_

Name of Sales Consultant: \_\_\_\_\_

Signature of Sales Consultant: \_\_\_\_\_

Date: \_\_\_\_\_