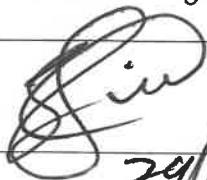



CALL CENTRE STANDARD OPERATING PROCEDURE					
<b>SOP COMPILED BY:</b>		Marketing and Communications Manager			
<b>SIGNATURE:</b>					
<b>SOP ISSUE NUMBER:</b>		1			
<b>SOP EFFECTIVE DATE</b>		October 2025			
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RECOMMENDED BY:	
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<b>SIGNATURE:</b>	
<b>DATE:</b>	29/10/25
APPROVED BY:	
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<b>DATE:</b>	29/10/2025

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**1. PURPOSE**

Being a focused Call Centre builds the SASSETA brand and its goals. The Call Centre SOP will empower the call centre staff to better service delivery and higher customer satisfaction levels.

The SASSETA Call Centre must continuously strive to improve service delivery to meet the changing needs of our stakeholders and the public. Introducing procedures will provide the call centre agents with valuable insights on how to conduct various tasks and operations in the call centre.

The Call Centre Agent's primary focus is to provide extraordinary customer service for both external and internal clients.

**2. SCOPE**

This SOP applies to all SASSETA Call Centre Agents, and any staff assigned call centre responsibilities.

The SASSETA Call Centre operates primarily as an inbound call centre, managing telephonic, email, and digital queries from internal and external clients.

**3. SOP STATEMENT**

The SASSETA Call Centre is committed to providing efficient, accurate, and timely responses to all client enquiries through a structured call handling, tracking, and escalation process.

**4. AIMS AND OBJECTIVES**

The objectives of this SOP are to:

- Ensure consistent and professional handling of all client enquiries
- Introduce a call tracking system to record, monitor, and report on queries
- Define turnaround times for responding to and resolving queries

- Improve accountability through clear escalation and follow-up procedures
- Enhance stakeholder satisfaction and confidence in SASSETA services

## **5. CALL CENTRE OPERATIONS**

### **5.1. Call Attendance Standards**

Call Centre Agents must:

- Acknowledge all calls and enquiries promptly
- Record client details accurately
- Resolve queries on first contact where possible
- Keep clients informed of progress
- Provide final feedback upon resolution

#### **Standard Greeting:**

“Thank you for calling SASSETA. How may we assist you?”

## **6. CALL TRACKING AND QUERY MANAGEMENT SYSTEM**

### **6.1. Call Logging**

All calls, emails, and digital enquiries must be logged on the official Query Tracking System immediately upon receipt.

The following information must be captured:

- Date and time of enquiry
- Client name and contact details
- Organisation (where applicable)
- Nature and category of the query

- Reference number generated by the system
- Assigned department and responsible official
- Status of the query (Open, In Progress, Escalated, Resolved, Closed)

## **6.2. Reference Numbers**

Each logged query will be assigned a unique reference number by the Query Tracking System, which must be communicated to the client for follow-up purposes.

## **7. TURNAROUND TIMES**

### **7.1. First Response Time**

- All calls must be answered immediately where possible
- Emails and digital queries must be acknowledged within three (3) working days

### **7.2. Resolution Timeframes**

- Queries resolved on first contact: **Immediate**
- Call-back requests: **Response by the end of the next working day**
- Verbal and written queries: **Response within three (3) working days**
- Complaints: **Acknowledgement within three (3) working days**
- Progress updates: **Clients will be informed of any delays and provided with regular updates**
- Final outcomes: **Clients will be advised of the outcome of their query or complaint within three (3) working days**

Where delays are unavoidable, clients will be informed of the reason for the delay and provided with a revised resolution timeframe.

Where delays are unavoidable, the client must be informed of the reason and provided with a revised timeframe.

## **8. QUERY FORWARDING AND ESCALATION**

### **8.1. Forwarding of Queries**

- Queries that cannot be resolved by the Call Centre Agent must be forwarded via the Call Tracking System to the relevant department.
- The Call Centre Agent remains accountable for monitoring progress until resolution.

### **8.2. Escalation Process**

Unresolved queries will be escalated as follows:

1. Relevant Departmental Official
2. Line Manager
3. Executive Management
4. CEO's Office

Departments must provide written confirmation of resolution to the Call Centre for record-keeping and closure.

## **9. PRIMARY AND SECONDARY FUNCTIONS**

### **9.1. Primary Functions**

- Receive and log all client enquiries
- Provide accurate information to clients
- Resolve queries on first contact where possible
- Monitor and follow up on forwarded queries
- Maintain complete and auditable records

**9.2. Secondary Functions**

- Support Learning Programmes with career guidance and events as and when it is requested by the Marketing and Communications Manager
- Assist at the Front Desk when required
- Capture photos and videos at events

**10. PROFESSIONAL CONDUCT AND CLIENT RELATIONS**

Call Centre Agents must demonstrate:

- Professional voice tone and clear communication
- Courtesy, patience, and empathy
- Accuracy and knowledge of SASSETA services
- Confidential handling of information

Agents must avoid loud conversations, slang, eating while on the phone, or unprofessional behaviour.

**11. CONFIDENTIALITY**

- All client information must be treated as confidential
- Information not in the public domain may not be shared
- Non-compliance may result in disciplinary action

**12. TRAINING AND COMPETENCIES**

- Departments must regularly brief Call Centre Agents on updates and changes
- Call Centre training must align with SASSETA objectives
- Continuous skills development is mandatory to maintain service quality

**13. REPORTING**

The Call Centre Agents must:

- Generate monthly reports from the Call Tracking System and prepare a consolidated summary outlining call volume, types of enquiries, response and resolution turnaround times, escalated and unresolved queries, recurring trends, and recommendations for service improvement
- Support audit and compliance requirements

**14. CUSTOMER EXPECTATIONS AND CALL CENTRE AGENTS' REQUIREMENTS**

To deliver and receive professional customer service, both Call Centre Agents and Clients need to adhere to the SASSETA Stakeholder Service Charter.