



Exam Name - Certified Call Centre Associate (CCCA)[™]

Sample Exam

1. When a customer is upset and speaks with a raised voice, you should:

- A. Tell them to calm down
- B. Remain calm, listen actively, and empathize
- C. Hang up the call
- D. Transfer them immediately to your supervisor

Answer **B**

2. A customer calls with a problem you can't immediately resolve. What's the best action?

- A. Put them on hold indefinitely
- B. Tell them you don't know
- C. Apologize, inform them you'll investigate, and provide a realistic follow-up timeframe
- D. Transfer to voicemail

Answer **C**

3. Which is a best practice for closing a customer call?

- A. "Okay, bye."
- B. "Is there anything else I can assist you with today?"
- C. "Thanks, had enough?"
- D. "We're done here."

Answer **B**



4. During a call, you need to check system info. You should:
- A. Keep the customer waiting without communication
 - B. Put them on hold, check, return, and explain what you found
 - C. Leave them hanging until you finish
 - D. Say nothing and multitask

Answer **B**

5. Which of the following is an example of positive language?
- A. "I don't know"
 - B. "We can't do that"
 - C. "Here's what I can do for you..."
 - D. "That's not my department"

Answer **C**

6. What does CRM stand for in call centre operations?
- A. Customer Response Management
 - B. Corporate Relationship Module
 - C. Customer Relationship Management
 - D. Call Response Mechanism

Answer **C**