

## CACH proving invaluable

8 February 2017 – In the last month, the Department’s CACH Call Centre has continued to assist students who have applied at a PSET institution but not received confirmation of their study place for 2017.

CACH, which will run until 28 February, is a service which can be accessed through Facebook (<https://www.facebook.com/CACHSA>), email ([cach@dhet.gov.za](mailto:cach@dhet.gov.za)), website (<http://cach.dhet.gov.za>), and phone calls (0800 35 66 35).

Last month, the Call Centre received close to 6,000 inquiries last month. These inquiries, which are cleared by 18:00 each day, are received via Facebook and the new email address () as well as the traditional routes of sms, email via the website and phone calls. We have also been able to follow up on incomplete applications.

During the week of 14-28 January 2017, 998 voice calls were received, 715 requests via email and the website, 2 984 via sms and 86 call back requests were made on the IVR. Requests were also picked up on Facebook. 5,976 outbound calls were made.

4,498 completed records were added to the database.

Government and Communication Information Services (GCIS) arranged a successful walk-about at the Call Centre on Friday 20 January, which was well publicised on Twitter.

## Cumulative statistics of phone calls

Call Centre Cumulative totals	07-Jan	14-Jan	21-Jan	28-Jan
<b>Contacts offered</b>	1 742	8 651	14 070	15 563
<b>Contacts answered</b>	1 577	7 807	12 967	14 195
<b>Calls made</b>	1 988	7 774	13 774	15 908
<b>Calls transferred:</b>				
<b>To CDS</b>	55	338	651	773
<b>To DHET</b>	42	179	301	342
<b>To NADSC</b>	-	3	3	3
<b>To NSFAS</b>	13	156	347	428

## Weekly statistics of applicants captured

The ‘Not submitted’ figure includes applicants whose records were ‘reactivated’ by new exam results early in January. These have not at this stage asked to be listed for 2017.

The ‘No results’ figure consists primarily of web applicants who cannot be linked to NSC results. These are also included in the ‘Not submitted’ total.

‘Multiple year registrations’ are those applicants who signed up in 2016 and again in 2017. The majority of these signed up during the survey in December.

Dashboard	31-Dec	07-Jan	14-Jan	21-Jan	28-Jan
<b>Incomplete</b>					
Call Centre	-	1	5	6	7
Self	4	206	936	980	895
<b>Complete</b>					
Call Centre	1 561	2 106	6 905	8 617	9 332
Self	248	564	2 401	2 787	2 938
<b>Complete</b>					
Submitted	1 784	2 510	7 954	10 045	10 906
Not submitted	25	161	1 357	1 364	1 371
<b>Not regretted</b>	840	1 264	4 506	5 543	5 961
Regretted	973	1 606	5 725	6 830	7 194
Not specified		7	16	17	17
<b>Verified</b>	1 775	2 538	9 566	11 494	12 219
Not verified	38	183	413	603	654
No results		156	268	293	299
<b>Multiple year regis</b>	1 539	1 588	2 023	2 067	2 145
<b>Total on report</b>		2 877	10 247	12 390	13 172
<b>Registered applicant report</b>					
No criteria	1 778	2 597	7 954	10 039	10 894

## Who are our applicants?

### Gender

The gap between the genders has widened slightly, and now stands at 39.4% male, 57.3% female and 3.3% unspecified. (The 'unspecified' are those who are in the process of signing up or who cannot be linked to examination results because this data is taken from the DBE and IEB records.)

### Race

Ethnically, 92.3% describe themselves as Black African, 2.5% as Coloured, 1% as Indian and 0.8% as white; 3.3% are unspecified.

### Matric endorsement

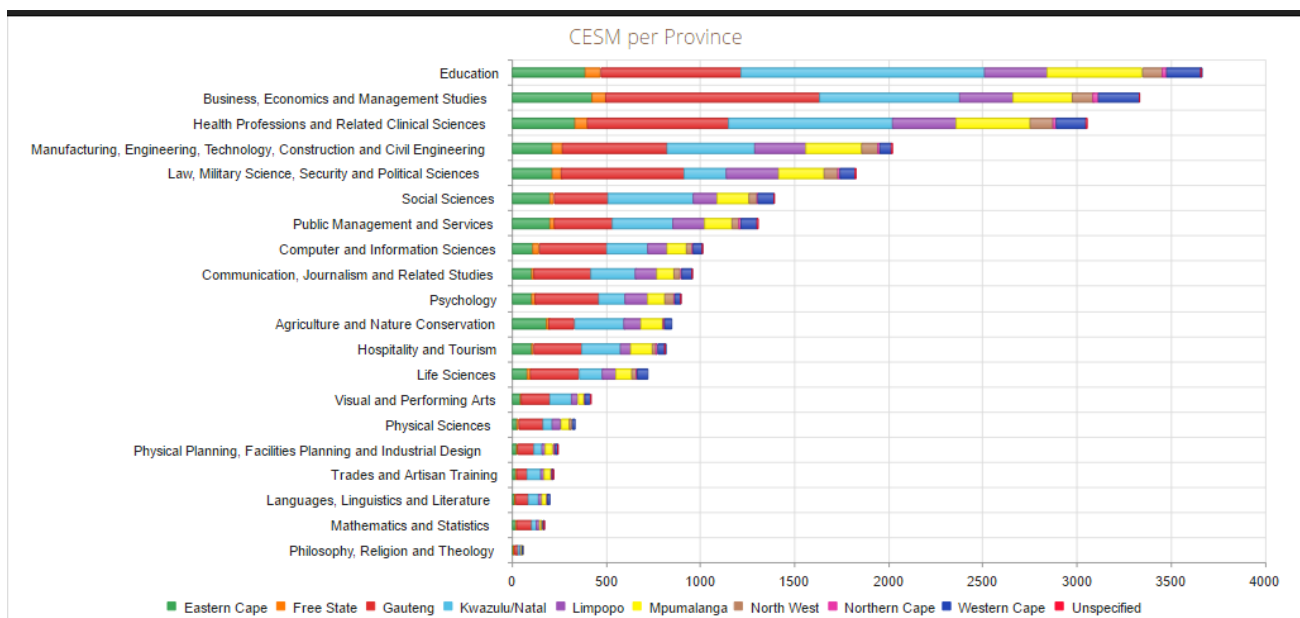
42% have a Bachelor's Pass, 23.1% a Diploma Pass and 4.5% a higher certificate pass and 1.2% have a status of Not Achieved NSC. 23.1% show as 'Unspecified', but this includes applicants who signed up in 2016 and have rewritten one or more subjects but not actually signed up again with CACH.

## Verified Results

92.3% of applicants have been matched with their examination results on the DBE and IEB databases, and 5.2% were not matched but have given us their results telephonically. The two groups are clearly distinguished for institutions. The remaining 2.4% have no results. These are mostly people who registered online, because the Call Centre discourages people with NC(V)\_ or the old Senior Certificate from applying as their results cannot be recorded on our database.

## Field of study and province

The most popular field of study is once again Education, followed by Business, Economics and Management Studies and Health Professions and Related Clinical Sciences. The regional differences are interesting.



## Provision of Information to Institutions

A second list of applicants was sent to DHET on 28 January for distribution to universities, TVET colleges and SETAs.

No further searches have been carried out on the CACH database by publicly funded institutions. This is a concern.

More private institutions have requested lists, and these are now being sent weekly to 12 organisations, including two offering learnerships.

## Publicity

### Social media

The Facebook page is attracting a lot of messages and comments.

Following the Walk-About on 20 January #CACH trended very actively on Twitter and interviews with DHET and Call Centre staff were loaded on the DHET Twitter account as well as that of CACH.

### Facebook statistics

Facebook	Official stats	Official stats	Official stats	Unconfirmed	Unconfirmed
	26 Dec - 1 Jan	2-8 Jan	9-15 Jan	16-22 Jan	22-28 Jan
Page visits	41	862	953	1 013	424
Weekly Total Reach	6 826	160 192	136 550	72 408	25 483
People engaged	44	8 676	9 168	10 324	3 565
Messages (manual count)		20	52	26	24
Message Response Rate	0.00%	94.40%	96%	90%	100%
Message Response Time	N/A	02:36:00	01:18:00	09:50:37	09:42_32
Total Page Likes (cumulative)	4 602	5 218	6 000	7 878	8 021

### Twitter statistics

Twitter - cumulative	19-Jan	25-Jan	30-Jan
Tweets	191	229	269
Following	52	53	53
Followers	39	40	48
Likes	126	162	

As well as raising awareness of the CACH, the social media accounts are being used to spread information and advice about other options open to matriculants, including sharing information from the DBE and NSFAS websites.