

# QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR TELECOM INDUSTRY

## What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding



## Contents

1. Introduction and Contacts.....	1
2. Qualifications Pack.....	2
3. Glossary of Key Terms .....	3
4. OS Units.....	5
5. Assessment Criteria .....	33

## Introduction

### Qualifications Pack-Customer Care Executive (Call Center)

**SECTOR:** TELECOM

**SUB-SECTOR:** Service Provider

**OCCUPATION:** Customer Service

**REFERENCE ID:** TEL/Q0100

**ALIGNED TO:** NCO-2015/5244.0303

**Brief Job Description:** Individuals at this job provide customer service support to an organization by interacting with their customers over the phone. They also handle, follow and resolve customer's queries, requests and complaints in a timely manner.

**Personal Attributes:** This job requires the individual to have good communication skills with a clear diction, ability to construct simple and sensible sentences; ability to comprehend simple English sentences; good problem solving skills and ability to approach problems logically; strong customer service focus; ability to work under pressure and active listening skills. The individual should also be willing and comfortable to work in shifts.

Job Details	Qualifications Pack Code	TEL/Q0100		
	Job Role	Customer Care Executive (Call Center)		
	Credits NSQF	TBD	Version number	1.0
	Sector	Telecom	Drafted on	31/01/2013
	Sub-sector	Service Provider	Last reviewed on	21/06/2018
	Occupation	Customer Service	Next review date	31/03/2019
	NSQC Clearance On	18/06/2015		

Job Role	Customer Care Executive (Call Center)
Role Description	Provide customer service support by interacting with customers over the phone
NSQF level	4
Minimum Educational Qualifications*	10+2 or equivalent
Maximum Educational Qualifications *	Graduate in any stream
Training (Suggested but not mandatory)	Computer fundamentals training course Basic soft skill orientation
Minimum Job Entry Age	18
Experience	0-1 year of work experience
Applicable National Occupational Standards (NOS)	<b>Compulsory:</b> <ol style="list-style-type: none"> <li>1. TEL/N0100 (<a href="#">Attend/Make customer calls</a>)</li> <li>2. TEL/N0101 (<a href="#">Resolving customer query, request, complaint</a>)</li> <li>3. TEL/N0102 (<a href="#">Develop customer relationship</a>)</li> <li>4. TEL/N0103 (<a href="#">Report and review</a>)</li> <li>5. TEL/N0104 (<a href="#">Proactive selling</a>)</li> </ol>
Performance Criteria	As described in the relevant OS units

## Definitions

Keywords /Terms	Description
ACHT (Average call handling time)	The average recommended time to wrap up/close an interaction with a customer
AHT (Average hold time)	The average recommended time a customer may be kept on hold during a phonetic interaction
Broadband	The term broadband refers to the wide bandwidth characteristics of a transmission medium and its ability to transport multiple signals and traffic types simultaneously. The medium can be coax, optical fiber, twisted pair or wireless. In contrast, baseband, describes a communication system in which information is transported across a single channel
CRM (Customer Relationship Management)	Processes implemented to manage a company's interactions with customers and prospects
Customer	A customer (also known as a client, buyer, or purchaser) is the recipient of a good, service, product, or idea, obtained from a seller, vendor, or supplier for a monetary or other valuable consideration. There are two types of customers – internal and external. Internal customers are employees, retailers, distributors, business and external customers are users
Customer care executive	Customer care executive is a person who interacts with customers to provide answers to queries, requests and complaints involving a company's products or service
Customer satisfaction scores/Instant engagement scores	The metrics to measure the customer's satisfaction level of the interaction with the customer service representative
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for
DTH (Direct to home)	DTH is defined as the reception of satellite programmes with a personal dish in an individual home. DTH does away with the need for the local cable operator and puts the broadcaster directly in touch with the consumer
Escalation matrix	The channel for escalating the issue/problem of the customer to a supervisor or senior who possesses more expertise in handling and resolving customer's concern.
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS
Helpdesk	A single desk to reach out for the customer for getting response to his queries, requests or complaints. A help desk is manned by specialists who are well versed with their organization and its products and services

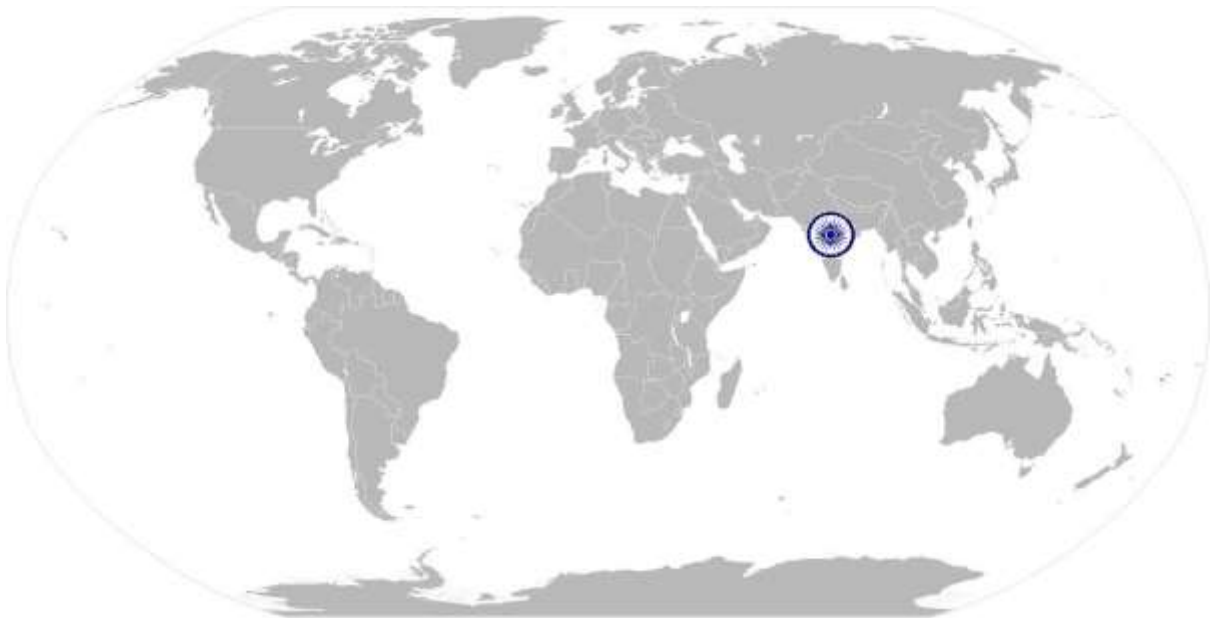
Intranet tools	Internal tools/applications of an organization that work only within the network of the organization
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge and expertise
NOS (National Occupational Standards)	NOS are Occupational Standards which apply uniquely in the Indian context
Nodal Desk	Nodal desk is the grievance redressal desk for handling process related and legal escalations of customers
Occupation	Occupation is a set of job roles under which role-holders perform similar/related set of functions in an industry
OS (Occupational Standards)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
QP (Qualifications Pack)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with, in carrying out the function which has a critical impact on the quality of performance required
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests
Service Provider	Is a sub sector to Telecom and consists of companies/organizations who provide service related to communications to the public
SLA (Service level agreement)	An agreement or contract for the level of service to be provided
Specialists	Subject matter experts have the domain experience, knowledge and expertise and can handle customer queries, requests and complaints

Sub-functions	Sub-functions are sub-activities essential to fulfill achievement of the objectives of the function
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components
Tagging	The process of capturing customer's interaction in CRM
TAT (Turn around time)	The time taken to resolve a request or a complaint of the customer
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities
Telecom	Is a communication sector consisting of companies who provide telephonic communication facilities to the public
Unit Code	Unit Code is a unique identifier for an OS unit, which can be denoted with either an 'O' or an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do
VAS (Value added service)	In the telecom industry, on a conceptual level, value-added services add value to the standard service offering, spurring the subscriber to use their phone more and allowing the operator to drive up their Average Revenue Per User. For mobile phones, while technologies like Short Messaging Service, Multi-media Messaging and data access were historically usually considered value-added services, but in recent years SMS, MMS and data access have more and more become core services, and VAS therefore has beginning to exclude those services.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry

## Acronyms

Keywords /Terms	Description
ACHT	Average call handling time
AHT	Average handling time
GSM	Global system for mobile communications
POA	Proof of address
POI	Proof of identity
Q R C	Query Request Complaints
SLA	Service level agreement
TAT	Turn around time
w.r.t.	With respect to

# National Occupational Standard



## Overview

This unit is about attending/making voice calls to the customers via phone by a Customer Care Executive.

TEL/N0100

## Attend/Make customer calls

National Occupational Standard

<b>Unit Code</b>	<b>TEL/N0100</b>
<b>Unit Title (Task)</b>	<b>Attend/Make customer calls</b>
<b>Description</b>	This OS unit is about providing service assistance to customers via phone
<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> <li>customers</li> <li>employees</li> <li>customer care executive</li> </ul> <p>Attending voice calls of customers:</p> <ul style="list-style-type: none"> <li>inbound</li> </ul> <p>Making voice calls to customers:</p> <ul style="list-style-type: none"> <li>outbound</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope:</b>	
<b>Element</b>	<b>Performance Criteria</b>
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. attain minimum call login time/dials/customer contacts and attendance for the number of days specified</p> <p>PC2. balance total number of minutes spent talking to the customer, within specified limits</p> <p>PC3. restrict total number of minutes customer is put on hold, within given time limits</p> <p>PC4. attain total number of minutes spent wrapping up calls/notations/tagging within given time limits</p> <p>PC5. achieve minimum typing speed and accuracy as specified for the job role</p>
<b>Knowledge and Understanding</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. role and importance of the helpdesk in supporting business operations</p> <p>KA2. the concept of ACHT and AHT, its significance in the overall profitability of the business and how the job relates to the ACHT and AHT</p> <p>KA3. significance of the intranet tools and telephony application available, in order to attend a customer's call</p> <p>KA4. importance of attendance in time at office /minimum call login hours/typical response time/service time of processes, products and services</p> <p>KA5. the importance of clear and honest communication so that the customer is</p>



TEL/N0100

## Attend/Make customer calls

	<p>clear about what is being committed</p> <p>KA6. the importance of respect for self, respect for others and the environment</p> <p>KA7. difference between 'desirable' and 'undesirable' communication</p> <p>KA8. company procedures set for execution of the job role/handling company property/maintaining confidentiality of the customer data</p> <p>KA9. violation of the code of ethics and corrective measures thereof</p> <p>KA10. out bound calls to customers must not be initiated during unreasonable hours i.e. before 8:00am or after 9:00pm (local time at called party's location)</p> <p>KA11. the workplace ergonomics for performing the daily tasks</p> <p>KA12. need for adequate rest breaks or pauses during working hours</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. basic working of a computer</p> <p>KB2. how to receive and make calls, including answering the call within specified number of rings, call forward, call hold and call transfer</p> <p>KB3. the basic functionalities of the relevant applications used to search customer details in the database, within the specified time limits</p> <p>KB4. all relevant applications, to be able to swap quickly amongst applications for quick call wrap up</p>
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<p><b>Reading Skills</b></p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. read and comprehend about organization's new products and services through intranet portal</p> <p>SA2. keep abreast with the latest information on products and services, by reading brochures, pamphlets and daily briefing sheets, to reduce the ACHT</p>
	<p><b>Writing Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. record complete and correct customer discussions in the call logs in CRM, within the ACHT</p> <p>SA4. formulate sentences without any grammatical errors</p> <p>SA5. record precise and clear information for analysis by other departments</p>



TEL/N0100

## Attend/Make customer calls

	<b>Comprehension Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. mention remarks in CRM on customer Q R C within the ACHT</p> <p>SA7. identify with the problem narrated by the customer, interpret and communicate the same for apt resolution, within the ACHT</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA8. fluently speak and understand English and the regional language</p> <p>SA9. gauge the customer's communication style and respond appropriately</p> <p>SA10. probe customers using appropriate open and close ended questions to understand the nature of problem, without any pre-conclusions</p> <p>SA11. give clear instructions to customers</p> <p>SA12. avoid using jargons, slang, technical terms and acronyms when communicating with customers</p>
<b>B. Professional Skills</b>	<b>Decision Making</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make decisions to categorize customer's interaction</p>
	<b>Customer Centricity</b>
	<p>The user/individual on the job needs to know and understand:</p> <p>SB2. how to manage relationship with irate customers</p> <p>SB3. how to display courtesy and professionalism while interacting with the customers</p> <p>SB4. how to be patient and attentively listen to the customer</p> <p>SB5. how to build rapport with the customer to secure pleasant and positive experience</p>
	<b>Problem Solving</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. identify immediate and/or temporary solutions to be given to the customers</p> <p>SB7. comprehend the problem, identify the solution(s) and suggest the best possible solution to the customer</p> <p>SB8. educate customer to resolve their technical issues</p>

TEL/N0100

## Attend/Make customer calls

	Objection Handling
	The user/individual on the job needs to know and understand how to:
	<p>SB9. cope with criticism of customers and constructively mould the same into a positive impression about the organization</p> <p>SB10. empathize with customer's problems, criticism and suggestions</p> <p>SB11. address customer's problems before following your given script</p> <p>SB12. address customer's complete concerns before ending the call</p>
	Selling Skills
	The user/individual on the job needs to know and understand how to:
	SB13. maintain self-confidence while conversing with the customers
	SB14. effectively influence customers for choosing the right product
	SB15. create awareness about product/process/VAS/Data in the customers
	SB16. assess customer's needs and expectations and address them accordingly

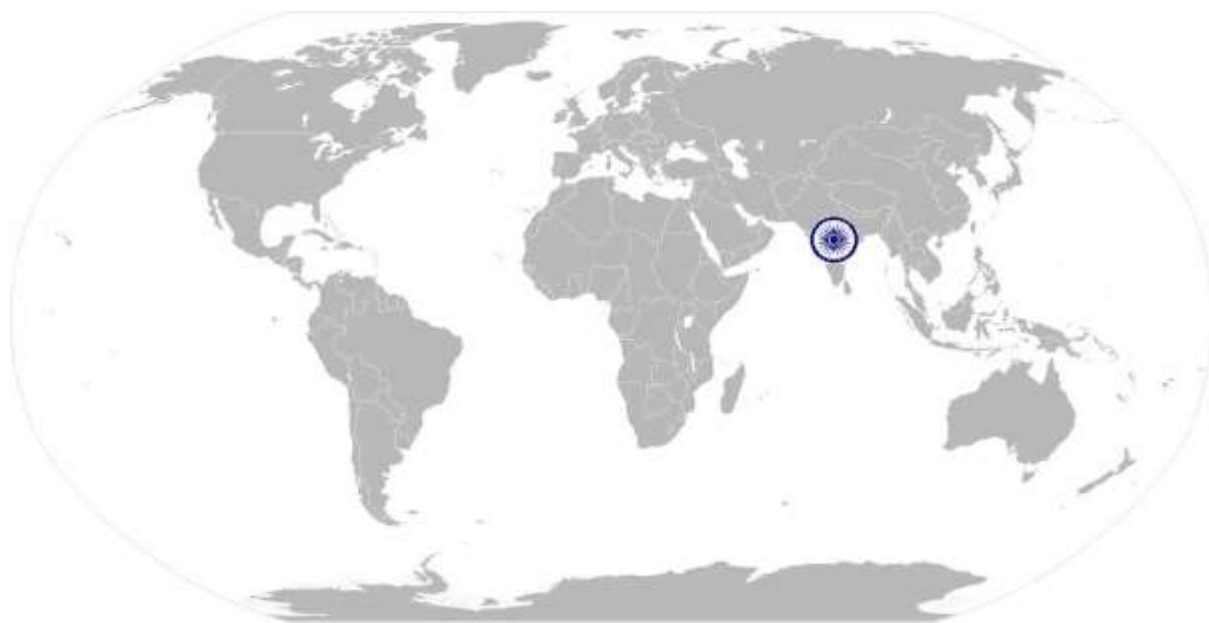


TEL/N0100

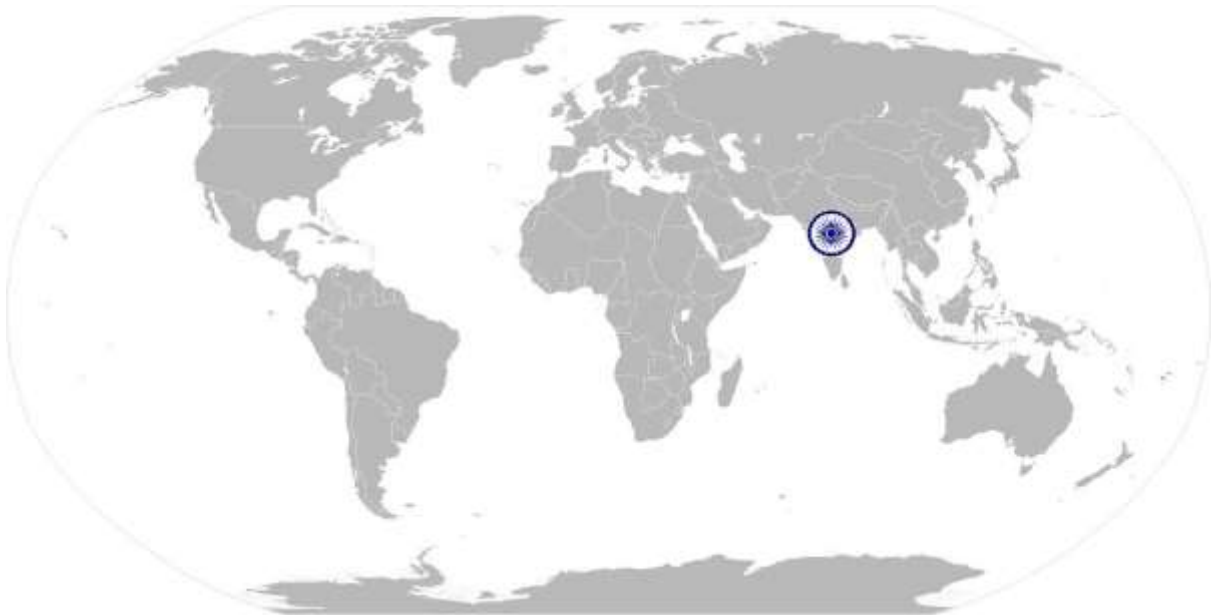
Attend/Make customer calls

## NOS Version Control:

<b>NOS Code</b>	<b>TEL /N 0100</b>		
<b>Credits NSQF</b>	TBD	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Telecom</b>	<b>Drafted on</b>	<b>31/01/2013</b>
<b>Industry Sub-sector</b>	<b>Service Provider</b>	<b>Last reviewed on</b>	<b>21/06/2018</b>
<b>Occupation</b>	Customer Service	<b>Next review date</b>	<b>31/03/2019</b>



# National Occupational Standard



## Overview

This unit is about providing support to customers over the phone. It also encompasses handling, resolving and following up for resolutions to their concerns, in a timely manner.

TEL/N0101

## Resolving customer query, request and complaint

<b>Unit Code</b>	<b>TEL/N0101</b>
<b>Unit Title (Task)</b>	<b>Handling customer's query, request and complaint</b>
<b>Description</b>	This OS unit is about handling queries, requests and complaints of the customer for telecom services
<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> <li>• customers</li> <li>• employees</li> <li>• customer care executive</li> </ul> <p>Listening to customer's:</p> <ul style="list-style-type: none"> <li>• queries</li> <li>• requests</li> <li>• complaints</li> </ul> <p>Maintaining call handling time while handling calls for:</p> <ul style="list-style-type: none"> <li>• inbound</li> <li>• outbound</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope:</b>	
<b>Element</b>	<b>Performance Criteria</b>
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. categorize customer's interaction as a query, request or a complaint</p> <p>PC2. verify customer's details for any account related information</p> <p>PC3. obtain sufficient information from the customers to login their query, request or complaint</p> <p>PC4. address customer's query, request or complaint on the basis of categorization</p> <p>PC5. provide estimate of resolution time to the customer, if an immediate solution cannot be found on-call</p> <p>PC6. record the customer's interaction as a query, request or a complaint</p> <p>PC7. refer problem to a supervisor/floor support/manager, if unable to resolve on-call</p> <p>PC8. resolve at least 80% of first level complaints at front end, without any further escalations</p>

TEL/N0101

## Resolving customer query, request and complaint

Knowledge and Understanding	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KA1. current tariffs/recharges/plans/VASs/data products/broadband/other products&amp;services and documents relevant to controlled states like Jammu &amp; Kashmir, NESA etc.</li> <li>KA2. turnaround time(TAT)/Service Level Agreements (SLA) of various processes</li> <li>KA3. the process of escalation of query, request and complaint</li> <li>KA4. the importance of clear and honest communication so that the customer is clear about what is being committed</li> <li>KA5. the importance of respect for self, respect for others and the environment</li> <li>KA6. difference between 'desirable' and 'undesirable' communication</li> <li>KA7. company procedures set for execution of the job role/handling company property/maintaining confidentiality of the customer data</li> <li>KA8. violation of the code of ethics and corrective measures thereof</li> <li>KA9. out bound calls to customers must not be initiated during unreasonable hours i.e. before 8:00am or after 9:00pm (local time at called party's location)</li> <li>KA10. the workplace ergonomics for performing the daily tasks</li> <li>KA11. need for adequate rest breaks or pauses during working hours</li> </ul>
	<b>B. Technical Knowledge</b> The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KB1. basic working of a computer to be able to multi-task</li> <li>KB2. how to fetch information about product/process/services or process a customer's interaction from informational intranet tools</li> <li>KB3. how to use the CRM applications in order to fetch customer's account details and verify his account</li> <li>KB4. basic concepts of GSM and CDMA technology and awareness of data technology</li> </ul>
Skills (S) (Optional)	
<b>A. Core Skills/ Generic Skills</b>	<b>Reading Skills</b> The user/ individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA1. read about organization's new products and services throughintranet portal</li> <li>SA2. keep abreast with the latest informationon products and services, by reading brochures, pamphlets and daily briefing sheets, to reduce the ACHT</li> </ul>
	<b>Writing Skills</b> The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA3. record complete and correct customer discussions in the call logs in</li> </ul>

TEL/N0101

## Resolving customer query, request and complaint

	<p>CRM within the ACHT</p> <p>SA4. formulate sentences without any grammatical errors</p> <p>SA5. record precise and clear information for analysis by other departments</p>
	<p><b>Comprehension Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. mention remarks in CRM on customer Q R C within the ACHT</p> <p>SA7. identify with the problem narrated by the customer, interpret and communicate the same for apt resolution, within the ACHT</p>
	<p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA8. fluently speak and understand English and the regional language</p> <p>SA9. respond to customer's question with a relevant answer</p> <p>SA10. gauge customer's communication style and respond appropriately</p> <p>SA11. probe customers using appropriate open and close ended questions to understand the nature of problem</p> <p>SA12. give clear instructions to customers</p> <p>SA13. avoid using jargons, slang, technical terms and acronyms when communicating with customers</p>
<b>B. Professional Skills</b>	<p><b>Decision Making</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make decisions to categorize customer's interaction basis urgency, to offer quick resolutions</p>
	<p><b>Customer Centricity</b></p> <p>The user/individual on the job needs to know and understand:</p> <p>SB2. how to manage relationship with irate customers</p> <p>SB3. how to display courtesy and professionalism while interacting with the customers</p> <p>SB4. how to be patient and attentively listen to the customer</p> <p>SB5. how to build rapport with the customer to secure pleasant and positive experience</p>



TEL/ N0101

## Resolving customer query, request and complaint

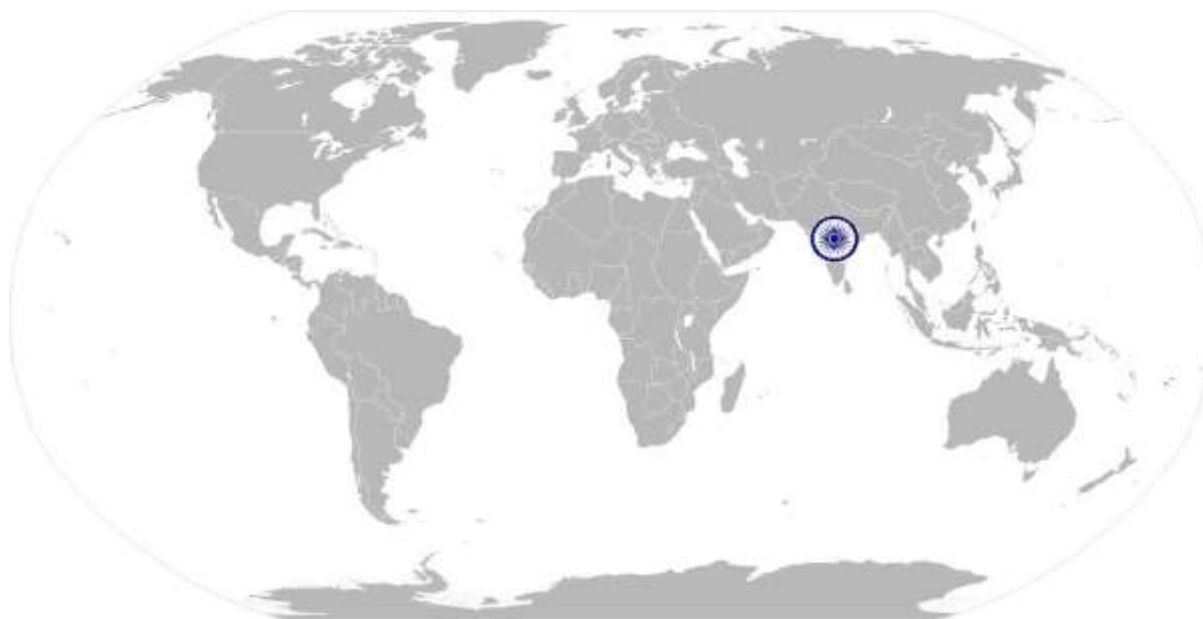
	<b>Problem Solving</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. identify immediate and/or temporary solutions to be given to the customers</p> <p>SB7. comprehend the problem, identify the solution(s) and suggest the best possible solution to the customer</p> <p>SB8. educate customersto resolve their technical issues</p>
	<b>Objection Handling</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB9. scope with criticism of customers and constructively mould the same into a positive impression about the organization</p> <p>SB10. empathize with customer's problems, criticism and suggestions</p> <p>SB11. address customer's problems before following your given script</p> <p>SB12. address customer's complete concerns before ending the call</p>
	<b>Navigation Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB13. navigate through multiple applications within respectable time limits</p>

TEL/N0101

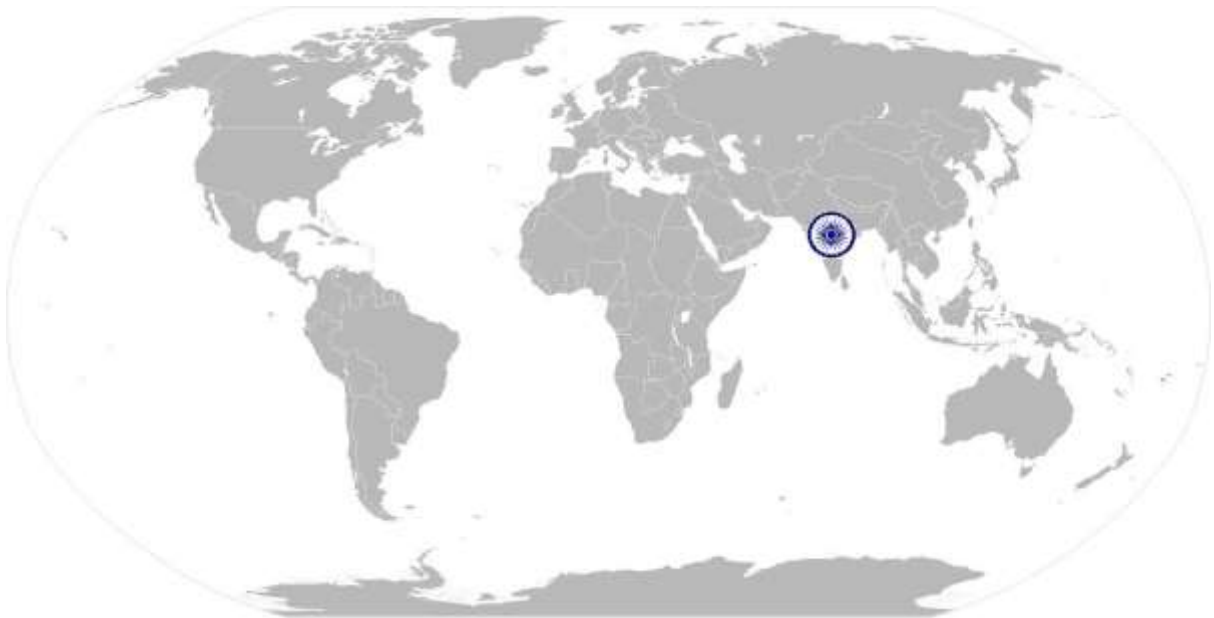
Resolving customer query, request and complaint

## NOS Version Control:

NOS Code	TEL/N0101		
Credits NSQF	TBD	Version number	1.0
Industry Industry Sub-sector	Telecom	Drafted on	31/01/2013
	Service Provider	Last reviewed on	21/06/2018
Occupation	Customer Service	Next review date	31/03/2019



# National Occupational Standard



## Overview

This unit is about developing a relationship with customers by resolving their concerns and building a rapport through excellent customer service.

TEL/N0102

## Develop customer relationship

<b>Unit Code</b>	<b>TEL/N0102</b>
<b>Unit Title (Task)</b>	<b>Develop customer relationship</b>
<b>Description</b>	This OS unit is about developing healthy and strong rapport/relationship with the existing as well as prospective customers
<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Build rapport with:</p> <ul style="list-style-type: none"> <li>existing customers</li> <li>prospect customers</li> </ul> <p>Service to customers:</p> <ul style="list-style-type: none"> <li>inbound</li> <li>outbound</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope:</b>	
<b>Element</b>	<b>Performance Criteria</b>
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. categorize customers as per their value and urgency of his Q R C and provide quick response</p> <p>PC2. capture customer feedback in a timely manner</p> <p>PC3. exceed the specified maximum level of customer satisfaction scores and ensure instant customer feedback</p> <p>PC4. provide complete resolution and escalate where necessary, to minimize repeat call percentage</p> <p>PC5. adhere to organizational guidelines w.r.t. to ACHT and AHT</p> <p>PC6. reassure customers of service promises made by the organization</p> <p>PC7. balance customer's expectations with the organization's service offerings</p> <p>PC8. give additional information to customers in response to their questions and comments about the service</p> <p>PC9. initiate greeting in customer's preferred language and switch to language spoken by the customer on-call</p> <p>PC10. avoid use of jargons, slangs and technical words</p> <p>PC11. maintain a flow of conversation keeping the caller informed of action being taken</p> <p>PC12. educate customers about new offers/products/services, as per their usage pattern and specific needs</p> <p>PC13. maintain appropriate levels of confidence of customer data, throughout the call</p>

TEL/N0102

## Develop customer relationship

Knowledge and Understanding	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> <li>KA1. role and importance of the helpdesk in supporting business operations</li> <li>KA2. ACHT and AHT parameters as per organizational standards</li> <li>KA3. process of escalation of query, request and complaint</li> <li>KA4. importance of timely and quick response, first time resolution and customer retention / long term relationship with the customer</li> <li>KA5. how to behave assertively and professionally</li> </ul>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> <li>KB1. latest telecom technologies prevalent in the market</li> <li>KB2. how to fetch required information about product/process/services from intranet tools, for processing customer's interaction</li> <li>KB3. basic working of a computer</li> <li>KB4. typical problems voiced by the customers, and their solutions</li> <li>KB5. the limitations of your organization's service offering</li> </ul>
Skills (S)	
<b>A. Core Skills/ Generic Skills</b>	<b>Reading Skills</b> <p>The user/ individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA1. read about organization's new products and services through intranet portal</li> <li>SA2. keep abreast with the latest information on products and services, by reading brochures, pamphlets and daily briefing sheets, to reduce the ACHT</li> </ul>
	<b>Writing Skills</b> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA3. record complete and correct customer discussions in the call logs in CRM within the ACHT</li> <li>SA4. formulate sentences without any grammatical errors</li> <li>SA5. record precise and clear information for analysis by other departments</li> </ul>
	<b>Comprehension Skills</b>

TEL/N0102

## Develop customer relationship

	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. mention remarks in CRM on customer Q R C within the ACHT</p> <p>SA7. identify with the problem narrated by the customer, interpret and communicate the same for apt resolution, within the ACHT</p>
	<p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA8. fluently speak and understand English and the regional language</p> <p>SA9. respond to customer's question with a relevant answer</p> <p>SA10. gauge customer's communication style and respond appropriately</p> <p>SA11. probe customers using appropriate open and close ended questions to understand the nature of problem</p> <p>SA12. give clear instructions to customers</p> <p>SA13. avoid using jargons, slang, technical terms and acronyms when communicating with customers</p>
<b>B. Professional Skills</b>	<p><b>Decision Making</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make decisions to categorize customers interaction</p>
	<p><b>Customer Centricity</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. manage relationship with irate or abusive customers</p> <p>SB3. display courtesy and professionalism during customer interactions</p> <p>SB4. be patient and attentively listen to the customer</p> <p>SB5. build rapport with the customer for a positive experience</p> <p>SB6. offer quick response to delight the customer</p>
	<p><b>Problem Solving</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. identify immediate and/or temporary solutions to be given to the customers</p> <p>SB8. comprehend the problem, identify the solution(s) and suggest the best possible solution to the customer</p> <p>SB9. educate customer to resolve their technical issues</p>
	<p><b>Objection Handling</b></p>

TEL/N0112

## Develop customer relationship

	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SB10. scope with criticism of customers and constructively mould the same into a positive impression about the organization</li> <li>SB11. empathize with customer's problems, criticism and suggestions</li> <li>SB12. address customer's problems before following your given script</li> <li>SB13. address customer's complete concerns before ending the call</li> </ul>
--	--



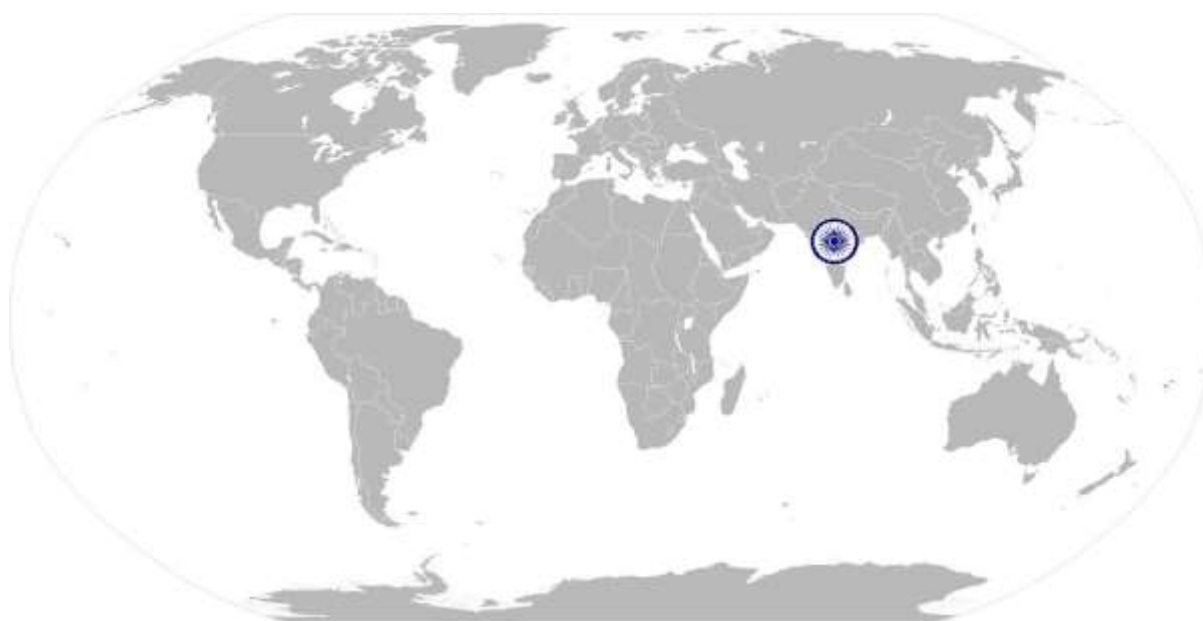


TEL/N0112

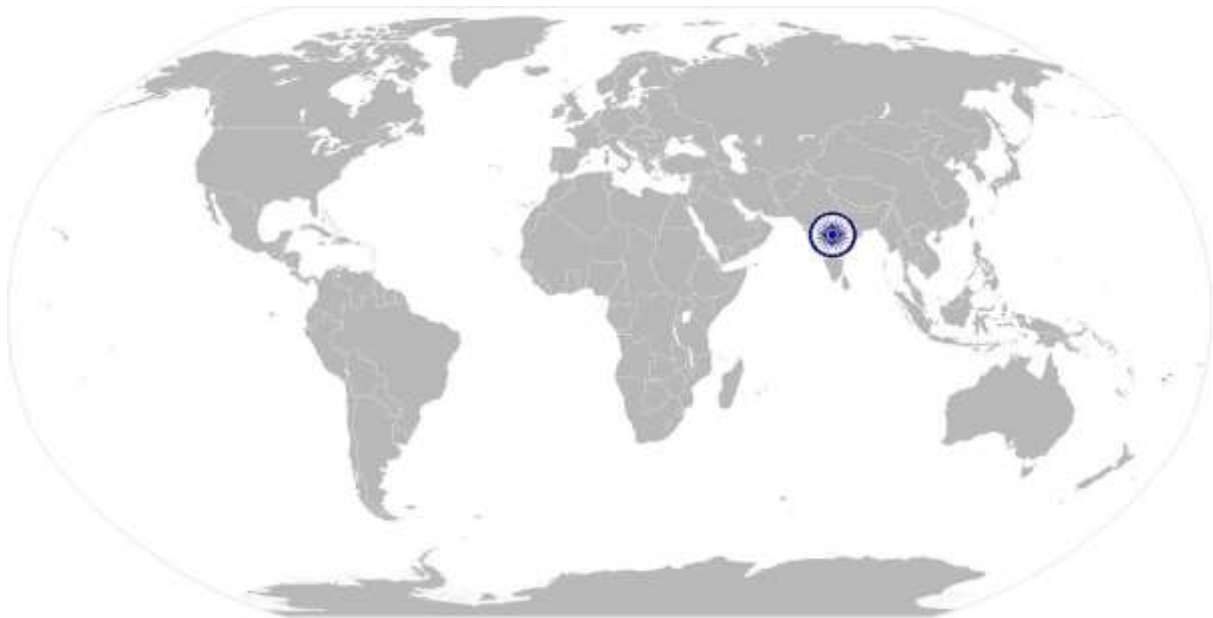
Develop customer relationship

## NOS Version Control:

<b>NOS Code</b>	<b>TEL/N0112</b>		
<b>Credits NSQF</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Telecom</b>	<b>Drafted on</b>	<b>31/01/2013</b>
<b>Industry Sub-sector</b>	<b>Services Provider</b>	<b>Last reviewed on</b>	<b>21/06/2018</b>
<b>Occupation</b>	<b>Customer Service</b>	<b>Next review date</b>	<b>31/03/2019</b>



# National Occupational Standard



## Overview

**This unit is about monitoring and managing self performance through report and review process.**

TEL/N0103

## Report and review

<b>Unit Code</b>	<b>TEL/N0103</b>
<b>Unit Title (Task)</b>	<b>Report and review</b>
<b>Description</b>	This OS unit is about monitoring self performance through report and review process
<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> <li>customer care executives</li> <li>superiors</li> </ul> <p>Monitoring self reports:</p> <ul style="list-style-type: none"> <li>Attendance / roster adherence</li> <li>Average Call Handling Time</li> <li>Tagging/CRM entries/Service requests against query, requests, complaints</li> <li>Call Quality scores (internal and external)</li> <li>Instant customer engagement scores/Customer satisfaction scores</li> <li>Repeat percentage</li> </ul> <p>Ensure review with superiors</p>
<b>Performance Criteria(PC) w.r.t. the Scope:</b>	
<b>Element</b>	<b>Performance Criteria</b>
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. review individual call login time/number of dials/customer contacts/attendance for the review period</p> <p>PC2. comply with parameters like opening greeting, security checks, closing greeting, hold/transfer/escalation protocol, first time resolution %age and complete &amp; correct tagging/wrap up</p> <p>PC3. analyze self reports like update on AHT, login time, CRM report and ensure the same is reviewed with the immediate superior</p>
<b>Knowledge and Understanding</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. typical response time/service time of processes/products/services</p> <p>KA2. the importance of classifying and documenting service requests received over phone calls</p>

TEL/N0113

## Report and review

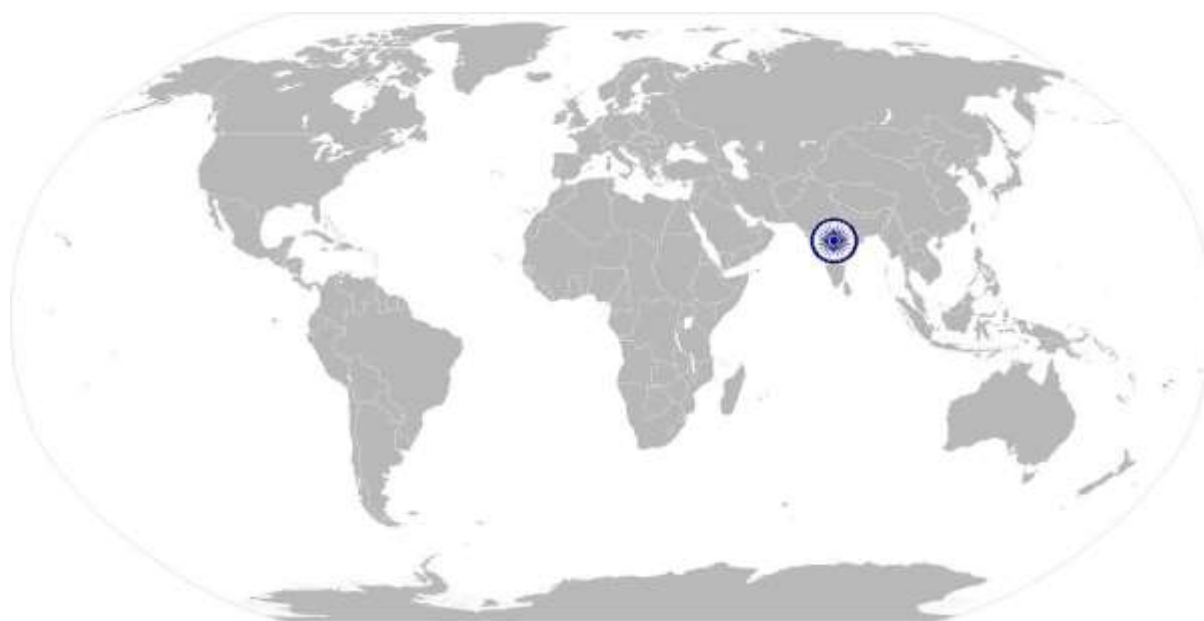
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. importance of compliance parameters like opening greeting, security checks, closing greeting, hold/transfer/escalation protocol, complete and correct tagging</p> <p>KB2. how to read and interpret daily/weekly/monthly self performance reports</p> <p>KB3. basic working of a computer</p>
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Reading Skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. read performance specific reports and it's terminology</p> <p>SA2. read daily briefs on products and processes</p>
	<b>Comprehension Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. interpret the reports and be able to compare with targets/performance</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. discuss self performance basis performance criteria with the superior</p>
<b>B. Professional Skills</b>	<b>Time Management</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. evaluate and improve self performance through timely review of the reports</p>

TEL/N0103

## Report and review

### NOS Version Control:

NOS Code	TEL/N0103		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	31/01/2013
Industry Sub-sector	Service Provider	Last reviewed on	21/06/2018
Occupation	Customer Service	Next review date	31/03/2019



# National Occupational Standard



## Overview

This unit is about techniques of finding opportunity for proactive selling of the telecom products and services to customers calling at the call centre.

TEL/N0104

## Proactive selling

<b>Unit Code</b>	<b>TEL/N0104</b>
<b>Unit Title (Task)</b>	<b>Proactive selling</b>
<b>Description</b>	This OS unit is about finding opportunities to pitch telecom products and services on call
<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> <li>customer care executive</li> <li>customers</li> </ul> <p>Identification of opportunity for:</p> <ul style="list-style-type: none"> <li>selling</li> <li>up-selling</li> <li>cross-selling</li> </ul> <p>Sell/up-sell/cross-sell:</p> <ul style="list-style-type: none"> <li>products</li> <li>services</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope:</b>	
<b>Element</b>	<b>Performance Criteria</b>
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. probe customers to understand their buying behaviour and needs</p> <p>PC2. navigate through customer's account history to identify the usage pattern</p> <p>PC3. identify opportunity to pitch relevant products/services</p> <p>PC4. offer customized solution from the range of products/services available with the organization</p>
<b>Knowledge and Understanding</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. importance of the role in representing the organization</p> <p>KA2. complete range of products/services in order to pitch them to the customers</p> <p>KA3. strengths and limitations of your own product/service vis-à-vis competition</p>



TEL/N0104

## Proactive selling

<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. basic working of a computer and MS Excel</p> <p>KB2. whereabouts of latest products and services</p> <p>KB3. navigation of intra net tools and CRM to gather information about customer's account</p>
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Reading Skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. read about new products and services with reference to the organization through the intra net portal</p> <p>SA2. keep abreast with the latest knowledge by reading brochures, pamphlets and daily briefing sheets</p>
	<b>Writing Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. record complete and correct customer discussions in CRM/MS Excel</p>
	<b>Comprehension Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. identify the situation and read / understand mindset of customer, before pitching a product/service</p> <p>SA5. comprehend remarks mentioned in CRM</p> <p>SA6. identify problem narrated by the customer and provide apt resolution</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA7. fluently speak and understand English and/or the regional language</p> <p>SA8. respond to customer's Q R C with a relevant answer</p> <p>SA9. gauge customer's communication style and respond appropriately</p> <p>SA10. probe customers appropriately to understand nature of problem</p> <p>SA11. give clear instructions and share information with customers</p> <p>SA1. avoid using jargons, slang, technical terms and acronyms when communicating with customers</p>

TEL/N0104

## Proactive selling

B. Professional Skills	Interpersonal
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SB1. present a pleasant personality and enjoy communicating with people</li> <li>SB2. be sensitive to other's feelings and calmly resolve conflicts</li> <li>SB3. switch over to customer's language to create comfort</li> <li>SB4. create a win-win situation with the customer</li> <li>SB5. convince customers to buy company's products/services</li> </ul>
	<p><b>Customer Centricity</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SB6. manage irate or abusive customers</li> <li>SB7. display courtesy and professionalism</li> <li>SB8. be patient and attentively listen to the customer</li> <li>SB9. offer product/service best suited to customer's need</li> </ul>
	<p><b>Selling Skills</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SB10. identify opportunity to sell/up-sell/cross-sell</li> <li>SB11. ask for buying commitment of product/service at relevant stages, throughout the interaction</li> </ul>

TEL/N0104

Proactive selling

## NOS Version Control:

NOS Code	TEL/N0104		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	31/01/2013
Industry Sub-sector	Service Provider	Last reviewed on	21/06/2018
Occupation	Customer Service	Next review date	31/03/2019



**CRITERIA FOR ASSESSMENT OF TRAINEES****Job Role** Customer Care Executive (Call Center)**Qualification Pack** TEL/Q0100**Sector Skill Council** Telecom**Guidelines for Assessment:**

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
- 4a. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
- 4b. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.
5. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the qualification Pack.

Assessment Outcome	Assessment Criteria	Marks Allocation			
		Total Mark (500)	Out Of	Theory	Skills Practical
TEL/N0100 Attend/Make customer calls	PC1. attain minimum call login time/dials/customer contacts and attendance for the number of days specified	<b>100</b>	10	10	0
	PC2. balance total number of minutes spent talking to the customer, within specified limits		20	5	15
	PC3. restrict total number of minutes customer is put on hold, within given time limits		20	5	15
	PC4. attain total number of minutes spent wrapping up calls / notations / tagging within given time limits		25	5	20
	PC5. achieve minimum typing speed and accuracy as specified for the job role		25	5	20
		<b>Total</b>	100	30	70
TEL/N0101 Resolving customer query, request and complaint	PC1. categorize customer's interaction as a query, request or a complaint	<b>100</b>	15	15	0
	PC2. verify customer's details for any account related information		20	10	10
	PC3. obtain sufficient information from the customers to login their query, request or complaint		20	10	10
	PC4. address customer's query, request or complaint on the basis of categorization		10	0	10
	PC5. provide estimate of resolution time to the customer, if an immediate solution cannot be found on-call		15	5	10
	PC6. record the customer's interaction as a query, request or a complaint		5	0	5
	PC7. refer problem to a supervisor/floor support/manager, if unable to resolve on-call		5	5	0
	PC8. resolve at least 80% of first level complaints at front end, without any further escalations		10	5	5
			100	50	50
TEL/N0102 Develop customer relationship	PC1. categorize customers as per their value and urgency of his Q R C and provide quick response	<b>100</b>	8	4	4
	PC2. capture customer feedback in a timely manner		4	0	4
	PC3. exceed the specified maximum level of customer satisfaction scores and ensure instant customer feedback		8	4	4
	PC4. provide complete resolution and escalate where necessary, to minimize repeat call percentage		10	10	0
	PC5. adhere to organizational guidelines w.r.t. to ACHT and AHT		5	5	0
	PC6. reassure customers of service promises made by the organization		10	5	5
	PC7. balance customer's expectations with the organization's service offerings		15	10	5
	PC8. give additional information to customers in response to their questions and comments about the service		10	6	4
	PC9. initiate greeting in customer's preferred language and switch to language spoken by the customer on-call		5	0	5
	PC10. avoid use of jargons, slangs and technical words		5	3	2
	PC11. maintain a flow of conversation keeping the caller informed of action being taken		8	4	4
	PC12. educate customers about new offers/products/services, as per their usage pattern and specific needs		10	5	5
	PC13. maintain appropriate levels of confidence of customer data, throughout the call		2	2	0
			100	58	42
TEL/N0103 Report and review	PC1. review individual call login time/number of dials/customer contacts/attendance for the review period	<b>100</b>	30	20	10
	PC2. comply with parameters like opening greeting, security checks, closing greeting, hold/transfer/escalation protocol, first time resolution %age and complete & correct tagging/wrap up		40	25	15
	PC3. analyze self reports like update on AHT, login time, CRM report and ensure the same is reviewed with the immediate superior		30	10	20
			100	55	45
TEL/N0104 Proactive selling	PC1. probe customers to understand their buying behaviour and needs	<b>100</b>	25	10	15
	PC2. navigate through customer's account history to identify the usage pattern		25	0	25
	PC3. identify opportunity to pitch relevant products/services		15	5	10
	PC4. offer customized solution from the range of products/services available with the organization		35	15	20
			100	30	70