

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR AUTOMOTIVE 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



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Introduction Qualifications Pack- Showroom Hostess/ Customer Relationship Executive

SECTOR: AUTOMOTIVE

SUB-SECTOR: Automotive Vehicle Sales (Dealer)

OCCUPATION: Sales Support

REFERENCE ID: ASC/Q1111

ALIGNED TO: NCO-2015/ 4226.0201

Brief Job Description: A Showroom Hostess/ Host and customer relationship executive is responsible for handling the front office work, attending to customers and coordinating response to their quires. The individual also generates sales enquires through telemarketing and supports service function through follow-up calls for after sales service.

Personal Attributes: An individual on this job must have good communication and interpersonal skills along with a pleasing personality to handle the front office desk and enquiries from the customers. The individual must be patient and have good listening ability with customer centric attitude to tackle the irate customers.



Job Details

Qualifications Pack Code	ASC/Q1111 Showroom Hostess/ Customer Relationship Executive (Applicable for national scenarios)		
Job Role			
Credits	TBD	Version number	1.0
Sector	Automotive	Drafted on	18/10/16
Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	18/10/16
Occupation	Sales Support	Next review date	20/10/18
NSQC Clearance on			

Job Role	Showroom Hostess/ Customer Relationship Executive		
Role Description	Responsible for handling the front office work and attending to customer quires. The individual also generates sales enquires and supports service functions then follow up calls for after sales service.		
NSQF level	4		
Minimum Educational Qualifications	12 th Standard pass, preferably		
Maximum Educational Qualifications	Graduate degree or diploma in any discipline		
Training (Suggested but not mandatory) Minimum Job Entry Age	 On the job training: Desirable for ASDC Showroom Hostess certificate or graduate degree/ diploma in any discipline Compulsory for all other qualifications 1. ASDC recommends that candidates should seek full not before attaining an age of 18 years. 2. However, as per Factories Act 1948 and Shops & Establishment Act 1953:- No one can be employed before attaining age of 14 3. Please note that under the Factories Act 1948, and Shops & Establishment Act 1953 different States may have slightly varying provision, which need to be adhered to. 		
Experience	NA		
Applicable National Occupational Standards (NOS)	 Compulsory: 1. ASC/N1103 Carry out activities for hosting customers in an automobile showroom 2. ASC/N1105 Generate sales leads and pass on the leads to the sales team to achieve sales closure 3. ASC/N1106 Handle post-delivery services for better 		



	 <u>customer satisfaction</u> <u>ASC/N0001 Plan and organize work to meet expected</u> <u>outcomes</u> <u>ASC/N0002 Work effectively in a team</u> <u>ASC/N0003 Maintain a healthy, safe and secure working</u> <u>environment</u> Optional: NA
Performance Criteria	As described in the relevant OS units



Keywords /Terms	Description		
Core Skills/Generic Skills	Core skills or generic skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the NOS, these include communication related skills that are applicable to most job roles.		
Dealership	A business established or operated under an authorization to sell or distribute an automotive company's goods and services.		
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 NOS they are looking for.		
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 NOS.		
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 that an individual needs in order to perform to the required standard.		
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.		
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry.		
Organisational Context	Organisational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.		
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task.		
Qualifications Pack (QP)	Qualifications Pack comprises the set of NOS, 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 the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have 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.		
Sub-Sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.		
Sub-functions	Sub-functions are sub-activities essential to fulfil the achieving the objectives of the function.		
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.		
Unit Code	Unit Code is a unique identifier for a NOS unit, which can be denoted		

Definitions



10/4	N-S-D-C
X	National Skill Development Corporation
Transform	ning the skill landscape

	with an 'N'	
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.	
Vehicle	Mode of personal transport including 2-wheelers, 3-wheelers and 4- wheelers (including passenger vehicles and commercial vehicles). This includes gasoline, petrol, CNG, electrical and hybrid vehicles	
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.	
Keywords/ Terms	Description	
NOS	National Occupational Standard (s)	
NSQF	National Standards Qualifications Framework	
OEM	Original Equipment Manufacturer	
OS	Occupational Standard (s)	
QP	Qualifications Pack	





National Occupational Standard



Overview

This Occupational Standard describes the knowledge, understanding and skills required of an individual to establish effective rapport with customers and coordinate response to their queries.





l	Jnit Code	ASC/N1103		
	Jnit Title (Task)	Carry out activities for hosting customers in an automobile showroom		
C	Description	This NOS unit is about an individual who establishes effective rapport with customers and organises response to their queries.		
S	Scope	This unit/ task covers the following:		
		 establish effective rapport with customers host the customer in a dealership understand the customer query and respond appropriately to provide any additional information on the product or on any other sales/ service requirements 		
F	Performance Criteria(PC) w.r.t. the Scope		
	Element	Performance Criteria		
۲ s	Host the customer and provide appropriate sales/ service nformation	 To be competent, the user/individual on the job must be able to: PC1. greet, escort, seat the customers and offer refreshments (tea/ coffee) PC2. enquire and understand customer aperies related to vehicle type, model, specifications PC3. hand out vehicle brochure and specification cards to customers PC4. coordinate with other colleagues to ensure satisfactory response to customer's queries PC5. assist the customer in filling the form related to the basic information, contact details to obtain basic demographic information about each customer, using a computer system, a log sheet, or other method established by the dealership PC6. notify the appropriate sales executive that a customer is waiting, or introduce the customer to sales executive thereby transferring the showroom sales lead to sales executive PC7. provide basic information related to accessories/ value added or special services and transfer the lead to accessories/ value added or special services and transfer the lead to accessory/ VAS sales executive for detailed discussions PC8. provide information when requested and promote organisation's services, facilities PC9. escort or remain in continuous contact while the customer stays in the frontal area of the showroom PC10. wish the customer before he leaves the showroom and enquire if his visit 		
		was satisfactory PC11. take a feedback from the customer at the time of his leaving on whether his visit was satisfactory and all his queries were adequately addressed or not		





ASC/N1103 Carry ou	t activities for hosting customers in an automobile showroom
	PC12. coordinate with sales colleagues to ensure that all pending responses
	promised to the customer are responded to in a timely and satisfactory
	manner
	PC13. coordinate with support staff in maintaining show room in presentable
	condition (including the models on display are cleaned, brochures are
	available etc.)
	PC14. promote maintaining of harmonious relations in the show room
	PC15. attend and participate in daily briefings, meetings regarding the overall
	process of customer handling as prescribed by the OEM
	PC16. participate in training sessions
Knowledge and Underst	anding (K)
A. Organizational	The user/individual on the job needs to know and understand:
Context (Knowledge	KA1. standard operating procedures within one's own organisation
of the company /	KA2. standard operating procedures for customer query reporting along with
organization and its	their resolution mechanism through the sales team in the organisation
processes)	KA3. customer relationship management (CRM) related framework provided by
	the organisation
	KA4. documentation requirements for each procedure carried out as part of roles
	and responsibilities as per the organizational guidelines
	KA5. organisational and professional code of ethics and standards of practice
	KA6. safety and health policies and regulations for the workplace including
	automotive showroom in general
B. Technical	The user/individual on the job needs to know and understand:
Knowledge	KB1. the basic customer and personal service principles and processes for
	providing customer and personal services
	KB2. the technical specifications of various OEM vehicles and the different
	variant/ model used along with those of the competitor auto component
	manufacturer
	KB3. the vehicle features/ specifications and colors of the newly launched
	vehicles/ variants along with basic details of parts and accessories available
	KB4. how to handle and resolve basic customer queries
	KB5. software or format such as MS word, excel, PowerPoint and Management
	Information System (MIS)
	KB6. how to capture customer voice/ feedback on the services provided by the
	dealership
	KB7. when to contact the sales executive/ sales team lead depending on
	customer requirement
Skills (S)	
A. Core Skills/	Reading Skills





ASC/N1103 Carry ou	t activities for hosting customers in an automobile showroom		
Generic Skills	The user/ individual on the job should be able to:		
	SA1. read work orders, specifications etc. related to the job		
	SA2. read brochures and technical specifications of the vehicle provided by the		
	OEM and channel partner (dealership)		
	SA3. read the specific requirements, queries that the customer may have on		
	various vehicle before the actual purchase including any specific technical		
	query		
	SA4. read feedback from customers on the level of services provided by the		
	dealership		
	SA5. read policies and regulations pertinent to the job		
	Writing Skills		
	The user/ individual on the job should be able to:		
	SA6. record and document the basic details of customer visiting the showroom		
	SA7. capture the profile of the customer visiting the showroom (including		
	demographics, preferences which would help in proper follow-up on the		
	showroom leads by the sales team)		
	SA8. write-in at least one language		
	Oral Communication (Listening and Speaking skills)		
	The user/ individual on the job should be able to:		
	SA9. interact with the customers for getting their requirements, queries and		
	feedbacks (both verbal & non-verbal)		
	SA10. interact with superiors and other support staff function including sales		
	function		
B. Professional Skills	Decision Making		
	The user/ individual on the job should be able to:		
	SB1. analyses information and evaluate results to choose the best solution		
	SB2. decide whom to contact in case of specific query raised by customer		
	SB3. decide handling of rate customers in a mature way		
	Plan and Organize		
	The user/ individual on the job should be able to:		
SB4. plan work assigned on a daily basis			
	SB5. plan and organize vehicle deliveries taking account of local conditions		
	(including a few days when there are maximum deliveries during the festive		
	seasons)		
	SB6. follow up regularly on potential complaints, issues raised by the customer		
	Customer Centricity		
	The user/individual on the job should be able to:		
	SB7. ensure that customer's requirements are assessed and satisfactory service is		





	provided
SB8.	ensure that customer is greeted and is attended properly and as per
	organization's protocols
SB9.	ensure that queries outside the scope of work are addresses and passed on
	to the relevant person and prompt reply is obtained and passed on to the
	customer
Proble	m Solving
The u	ser/ individual on the job should be able to:
SB10	. deliver and act as per the organization provided/guided resolutions
SB11	. liaise with the sales team to ensure hassle-free resolution of the queries
	raised by the concerned customer in a timely fashion
Analyt	ical Thinking
The u	ser/ individual on the job should be able to:
SB12	evaluate and identify areas of query from the customer and ensure proper
', '	resolution to ensure maximum satisfaction
SB13	assess time required for sales related processes (e.g. if a customer want a
-	test drive for a particular vehicle which is already taken by another custom
-	for a test drive, assess the time take and communicate the waiting time to
and the second	the customer)
SB14	. analyses available information and evaluate results to choose the best
S Gr	solution keeping the customer satisfaction in mind
Critica	I Thinking
The u	ser/ individual on the job should be able to:
SB15	use logic and reasoning to identify the strengths and weaknesses of
	alternative solutions, conclusions or approaches to act efficiently





NOS Version Control

NOS Code	ASC/N1103		
Credits	TBD	Version number	1.0
Industry	Automotive	Drafted on	18/10/16
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	18/10/16
Occupation	Sales Support	Next review date	20/10/18







ASC/N1105 Generate sales leads and pass on the leads to the sales team to achieve sales closure

National Occupational Standard



Overview

This Occupational Standard describes the knowledge, understanding and skills required of a Customer Relationship Executive to generate sales leads and pass on the leads to the sales team to achieve sales closure.





ASC/N1105 Generate sales leads and pass on the leads to the sales team to achieve sales closure

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	Unit Code	ASC/N1105
	Unit Title (Task)	Generate sales leads and pass on the leads to the sales team to achieve sales closure
	Description	This NOS unit is about a Customer Relationship Executive to generate sales leads and
		coordinating with sales team for passing on the prospective leads.
	Scope	This unit/ task covers the following:
		 make calls to the customers from the database procured through various sources including cold calls to the prospective customers and follow-ups on those leads resolve all customer queries and problems promptly
	Performance Criteria(PC)) w.r.t. the Scope
	Element	Performance Criteria
	Generate sales leads, follow-up and pass the leads to sales team	 To be competent, the user/individual on the job must be able to: PC1. handle all leads from various sources like showroom walk-ins, telephonic enquiries, other marketing campaigns and ATL/ BTL activities PC2. identify and develop sources of potential clients and customer contacts interested in buying OEM products PC3. call and enquire about buying plans or interests, as per the calling script, from the prospective calling list assigned PC4. greet the customers and get vehicle buying interests and time schedule from the prospective calling list to get sales leads PC5. effectively communicate with clients/ customers to gain commitment to purchase and products via telephone, face-to-face and written communication PC6. mention FAB (features/ advantages/ benefits) and USPs of the OEM vehicles and brands available at the dealership over the competitor models respond promptly to customer need and requests from time to time PC7. follow up for free free test drives with customer on phone/email PC8. maintain contract renewal reports and profiling of existing accounts PC9. fix and record customer prospective visit for test drive, either at showroom or at any mutually agreed location PC10. ask potential customers for information on reasons for considering purchase and comprehend all customer requirements and needs PC11. assist in management of key customer relationship and coordinate with sales to ensure that all pending responses are attended to in a timely and
		sales to ensure that all pending responses are attended to in a timely and satisfactory manner
		PC12. respond positively to customer objections/queries against the OEM





ASC/N1105 Generate sales leads and pass on the leads to the sales team to achieve sales

closure		
	products	
	PC13. take accurate enquiry details from client and Advise Sales and Marketing	
	department about client feedback/ comments relating to product content	
	and pricing	
	PC14. maintain an effective tracking system to record all feedbacks and complaints	
	from customers in the system in a prescribed OEM format	
	PC15. effectively communicate functional details and client requirements to	
	concerned persons.	
	PC16. arrange for vehicle pick up and drops to and from work shops	
	PC17. understand the key customer requirements for the vehicle (during sales	
	pitch) and any pending service related issue (during service calls follow-ups	
	to generate repeat/ referral sales) and highlight the requirements/ issues for	
	early redressal	
	PC18. ensure realization of revenues from sales as per planned payment cycle	
	through effective follow up & relationship building with customers	
	PC19. assist in organizing client entertaining & promotional events to ensure	
	maximum customer engagement for selling OEM products in future	
	PC20. liaise with other members of Sales Team to actively promote sales	
	opportunities, exchange information and increase professionalism	
Knowledge and Understa	anding (K)	
A. Organizational	The user/individual on the job needs to know and understand:	
Context (Knowledge	KA1. standard operating procedures of the OEM related to telemarketing and	
of the company /	sales process	
organization and its	KA2. standard operating procedures for query and problem reporting and their	
processes)	redressal in the organisation	
	KA3. customer relationship management (CRM) related framework provided by	
	the organisation	
	KA4. documentation requirements for each procedure carried out in the	
	organization	
	KA5. organisational and professional code of ethics and the related standard	
	KA6. safety, health policies and regulations for the workplace	
B. Technical	The user/individual on the job needs to know and understand:	
Knowledge	KB1. how to handle and resolve basic customer queries	
	KB2. training modules and scripts provided by the OEM for the telemarketing	
	KB3. technical aspects related with all varieties of vehicles at the dealership	
	KB4. technical details and problems related with service of all kinds of vehicles	
	KB4. teenmed details and problems related with service of an kinds of vehicles	
	KB5. technical specifications of OEM vehicles at the dealership	





ASC/N1105 Generate sales leads and pass on the leads to the sales team to achieve sales

	closure
	KB8. complete process flow for a business cycle of sales
	KB9. process for passing on sales leads to sales consultants
	KB10. process for booking test drives based on customer preferences
	KB11. software or format used for reporting like MS Excel and MS Word
	KB12. software or format used for billing, financing of the vehicles, services
	records and warehousing like Tally, SAP and prim aware
	KB13. software or format used for sales and marketing presentations, reporting
	and surveys like MS PowerPoint, MIS and CRM
	KB14. software or format used for customer relationship management (CRM) in
	the organisation
	KB15. local market procedures and customer preferences of that area
	KB16. sales peculiarities based on geographical nuances etc.
	KB17. customer problems and queries and documenting it in the organisation's
	prescribed format
Skills (S)	
A. Core Skills/	Reading Skills
Generic Skills	The user/ individual on the job should be able to:
	SA1. read general instructions or guidelites from OEM, mandatory for
	telemarketing
	SA2. read telemarketing scripts provided by the OEM and dealership mandatory
	for making a sales pitch
	SA3. read policies and regulations pertinent to the job
	SA4. read instructions from customers in terms of their requirements, queries and
	feedbacks
	Writing Skills
	The user/individual on the job should be able to:
	SA5 create documentation required on the job (including reports, work cheets)
	SA5. create documentation required on the job (including reports, work sheets,
	etc.)
	etc.) SA6. create feedback reports
	etc.) SA6. create feedback reports SA7. write in at least one language
	etc.) SA6. create feedback reports SA7. write in at least one language Oral Communication (Listening and Speaking skills)
	etc.) SA6. create feedback reports SA7. write in at least one language Oral Communication (Listening and Speaking skills) The user/ individual on the job should be able to:
	etc.) SA6. create feedback reports SA7. write in at least one language Oral Communication (Listening and Speaking skills) The user/ individual on the job should be able to: SA8. interact with customers and generate perspective leads
	etc.) SA6. create feedback reports SA7. write in at least one language Oral Communication (Listening and Speaking skills) The user/ individual on the job should be able to: SA8. interact with customers and generate perspective leads SA9. interact with sales, service and administrative function of the dealership
	etc.) SA6. create feedback reports SA7. write in at least one language Oral Communication (Listening and Speaking skills) The user/ individual on the job should be able to: SA8. interact with customers and generate perspective leads SA9. interact with sales, service and administrative function of the dealership SA10. interact with superiors and other support staff function in one's own
	etc.) SA6. create feedback reports SA7. write in at least one language Oral Communication (Listening and Speaking skills) The user/ individual on the job should be able to: SA8. interact with customers and generate perspective leads SA9. interact with sales, service and administrative function of the dealership





ASC/N1105 Generate sales leads and pass on the leads to the sales team to achieve sales closure

B. Professional Skills	Decision Making
	The user/ individual on the job should be able to:
	SB1. analyses information and evaluate results to choose the best solution solve
	problems
	SB2. analyses all the feedbacks provided by the customers and act accordingly
	Plan and Organize
	The user/ individual on the job should be able to:
	SB3. plan and organize activities achieving business targets on a periodical basis
	Customer Centricity
	The user/ individual on the job should be able to:
	SB4. ensure that customer's requirements are assessed and satisfactory service is
	provided
	Problem Solving
	The user/ individual on the job should be able to:
	SB5. clarify and solve all sales and service function queries generated due to any
	kind of anomalies and take appropriate actions, as required
	Analytical Thinking
	The user/ individual on the job should be able to:
	SB6. evaluate customer feedbacks and reviews for its effectiveness by ensuring
	proper checks and report them
	Critical Thinking
	The user/ individual on the job should be able to:
	SB7. analysis & evaluate the information collected from observation & reasoning
	to improve telemarketing process





ASC/N1105 Generate sales leads and pass on the leads to the sales team to achieve sales closure

NOS Version Control

NOS Code	ASC/N1105		
Credits	TBD	Version number	1.0
Industry	Automotive	Drafted on	18/10/16
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	18/10/16
Occupation	Sales Support	Next review date	20/10/18







National Occupational Standard



Overview

This Occupational Standard describes the knowledge, understanding and skills required of an individual to handle post-delivery calls of customers to ensure better customer satisfaction.





Unit Code	ASC/N1106
Unit Title (Task)	Handle post-delivery services for better customer satisfaction
Description	This NOS unit is about an individual to handle post-delivery calls of customers to ensure complete customer satisfaction.
Scope	This unit/ task covers the following:
	 make calls to customers after delivery, to enquire about the overall performance and satisfaction levels with the vehicle resolve customer problems promptly and escalate the one which are highly technical or requires urgent intervention ensure delivery of quality services through post-service feedback calls from the customer
Performance Criteria(PC) w.r.t. the Scope
Element	Performance Criteria
Manage post-delivery services to ensure better customer satisfaction	 To be competent, the user/individual on the job must be able to: PC1. receive, process and verify the accuracy of delivered orders from customers utilizing the organisation's internal CRM/ mainframe systems and customer purchase orders PC2. initiate required action for response to customer service requests for order changes, including the maintenance of customer information files and communicates changes to the service function PC3. make follow up calls to existing customers for service reminders and to promote other value-added services PC4. make calls to new vehicle buyers for following up on service requirements as per the "free service" schedule of the OEM
	 PC5. follow up with customers after service or repairs on their vehicle and take feedback on the experience PC6. make calls to existing customers to enquire the overall level of satisfaction with the work done at the workshop and the overall resolution of the complaints which was reported by the customer at the workshop
	 PC7. report any complaints or queries from customers to the concerned persons in the organisation PC8. maintain Management Information Systems for service revenue recovery and post-service collections and provide time-phased, qualified reports on the overall performance of the workshop and service target achievement through various sale of value added services (like Annual Maintenance contracts, Reconditioned aggregates sale)





ASC/N1100 Hallule p	ost-delivery services for better customer satisfaction
	PC9. ensure realization of revenues from service s as per planned payment cycle
	(esp. for the key account / corporate customers who tend to pay in a cycle)
	through effective follow up & relationship building with customers
	PC10. manage and ensure execution of all Back-Office operations like prompt
	issuance of allotment letters, demand notes, agreements and timely
	dispatch of all post-sale revenue realization devices like reminders and
	notices for recovery if required
	PC11. access the company's internal systems to obtain and extract information
	and provide customer service management with data for inclusion in various
	scheduled and special reports
Knowledge and Underst	anding (K)
A. Organizational	The user/individual on the job needs to know and understand:
Context (Knowledge	KA1. standard operating procedures of the OEM related with after-sales service
of the company /	maintenance
organization and its	KA2. standard operating procedures of the dealership related with customer
processes)	experience and satisfaction
, ,	KA3. customer relationship management (CRM) related framework provided by
	the organization
	KA4. documentation requirements for each procedure carried out as part of roles
	and responsibilities
	KA5. organizational and professional code of ethics and the related standards
	KA6. safety and health policies and regulations for the workplace
B. Technical	The user/individual on the job needs to know and understand:
Knowledge	KB1. technical specifications of OEM vehicles at the dealership along with the
	service schedules for each of the model/ variant of vehicle (including both
	free service & paid service)
	KB2. technical details and problems related with service of all kinds of vehicles
	KB3. the various changes in schedules of the service as specified by the OEM from
	time-to-time in the various service circulars released
	KB4. training modules and scripts provided by the OEM for the telemarketing
	activities
	KB5. how to use internal CRM related systems to ensure accurate delivery of
	services
	KB6. how to coordinate between sales function and customers to resolve queries
	effectively
	KB7. back-Office operations like prompt issuance of Allotment letters, demand
	notes, agreements and timely dispatch of all post-sale revenue realization
	devices like reminders and notices for recovery if required
	KB8. software or format used for reporting like MS excel and MS word
	KB9. software or format used for customer relationship management (CRM) in





	the organization
Skills (S)	
A. Core Skills/	Reading Skills
Generic Skills	 The user/ individual on the job should be able to: SA1. read feedback from customers on the level of services provided by the dealership SA2. read policies and regulations pertinent to the job SA3. read the job card details to call the customers on the pending payments (esp. the corporate) Writing Skills
	The user/ individual on the job should be able to: SA4. Create documents required on the job (including requirement sheets, query sheets, response or feedback sheets etc.)
	 SA5. read various service circulars released by OEM which communicates change in schedule of the service SA6. write-in at least one language
	Oral Communication (Listening and Speaking skills)
	 The user/ individual on the job should be able to: SA7. interact with the customers for understanding their requirements, queries and feedbacks regarding both on the technical performance of the vehicle and post service feedback after the customer has visited the workshop for any issues in the vehicle SA8. interact with organization's internal stakeholders for efficient customer relationship management
B. Professional Skills	Decision Making
	The user/ individual on the job should be able to: SB1. analyses information and evaluate results to choose the best solution and solve problems Plan and Organize
	 The user/ individual on the job should be able to: SB2. plan work assigned on a daily basis and provide estimates of time required for each piece of work SB3. plan the overall call schedule to focus on the high priority calls that need urgent interventions
	Customer Centricity
	The user/ individual on the job should be able to: SB4. ensure that customer needs are assessed and customer is fully satisfied especially on the service aspects of the vehicle due to which customer visited





	the workshop		
SB5.	ensure during the feedback call, that all the work the customer has asked to		
	do while visiting the dealers workshop was performed satisfactorily		
SB6.	ensure that the customer provides constructive feedback and reviews		
SB7.	ensure that any adverse comments provided by the customer is escalated to		
	the concerned superiors so that perceived poor service is not repeated again		
Probl	em Solving		
The u	ser/ individual on the job should be able to:		
SB8.	analyses all the queries or problems posted by the customers		
SB9.	deliver and act as per the organization provided/ guided resolutions		
Analy	Analytical Thinking		
The u	The user/ individual on the job should be able to:		
SB1	evaluate and identify key customer satisfaction areas and enhance the		
£3	overall customer experience at the dealership		
SB1	1. assess time and cost required based on problems or queries identified		
Critic	al Thinking		
The u	ser/ individual on the job should be able to:		
SB12	2. evaluate the information gathered from the customer complaint report and		
Sec.	utilize it to identify timely resolutions		
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NOS Version Control

NOS Code	ASC/N1106		
Credits	TBD	Version number	1.0
Industry	Automotive	Drafted on	18/10/16
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	18/10/16
Occupation	Sales Support	Next review date	20/10/18







ASC/N0001 Plan and organise work to meet expected outcomes

National Occupational Standard



Overview

This unit is about planning and organizing an individual's work in order to complete it to the required standards, on time and within budget in terms of cost and material.





ASC/N0001 Plan and organise work to meet expected outcomes

/	Unit Code	ASC/N0001
	Unit Title (Task)	Plan and organise work to meet expected outcomes
	Description	This NOS unit is about planning and organising an individual's work in order to complete it to the required standards on time.
	Scope	This unit/ task covers the following:
		 work requirements including various activities, deliverables or work output required in the given time, maintain set quality standards appropriate use of resources (both material/ equipment's and manpower)
	Performance Criteria(PC) w.r.t. the Scope
	Element	Performance Criteria
	Work requirements including various	To be competent, the user/individual on the job must be able to: PC1. keep immediate work area clean and tidy
	activities within the	PC2. treat confidential information as per the organisation's guidelines
	given time and set	PC3. work in line with organisation's policies and procedures
	quality standards	PC4. work within the limits of job role 🧐
		PC5. obtain guidance from appropriate people, where necessary
		PC6. ensure work meets the agreed requirements
	Appropriate use of	To be competent, the user/individual on the job must be able to:
	resources	PC7. establish and agree on work requirements with appropriate people
		PC8. manage time, materials and cost effectively
		PC9. use resources efficiently with minimal wastage
	Knowledge and Underst	anding (K)
	A. Organizational	The user/individual on the job needs to know and understand:
	Context (Knowledge	KA1. the organization's policies, procedures and priorities for area of work, role
	of the company /	and responsibilities in carrying out that work
	organization and its	KA2. the limits of responsibilities and when to involve others
	processes)	KA3. specific work requirements and who these must be agreed with
		KA4. the importance of having a tidy work area and how to do this
		KA5. how to prioritize workload according to urgency and importance and the benefits of this
		KA6. the organization's policies and procedures for dealing with confidential
		information and the importance of complying with these
		KA7. the purpose of keeping others updated with the progress of work
		KA8. who to obtain guidance from and the typical circumstances when this may be required
		KA9. the purpose and value of being flexible and adapting work plans to reflect





ASC/N0001 P	an and organise work to meet expected outcomes
	change
B. Technical	The user/individual on the job needs to know and understand:
Knowledge	KB1. how to complete tasks accurately by following standard procedures
	KB2. technical resources needed for work and how to obtain and use these
Skills (S)	
A. Core Skills/	Reading Skills
Generic Skills	The user/ individual on the job should have ability to :
	SA1. read instructions, guidelines/procedures
	Writing Skills
	The user/ individual on the job should have ability to :
	SA2. write simple sentences in local language and also preferably in Hindi/
	English
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job should have ability to :
	SA3. ask for clarification and advice from appropriate persons
	SA4. communicate orally with colleagues
B. Professional Skills	Decision Making
	The user/individual on the job should be able to : SB1. analyses a given situation and decide on an appropriate action for completing the task within resources Plan and Organize
	The user/individual on the job should be able to :
	SB2. agree upon required output
	SB3. plan and organize work to achieve targets and deadlines Customer Centricity
	The user/individual on the job should be able to :
	SB4. meet or exceed internal/external customer/team expectations Problem Solving
	The user/individual on the job should be able to : SB5. analyses a problem and attempt to find an acceptable solution and take help
	of concerned people if required
	Analytical Thinking
	The user/individual on the job should be able to :
	SB6. anticipate and analyses a given situation from all aspects
	Critical Thinking
	The user/individual on the job should be able to :
	SB7. apply own judgement to identify solutions in different situations





ASC/N0001 Plan and organise work to meet expected outcomes

NOS Version Control

NOS Code	ASC/N0001			
Credits	TBD	Version number	1.0	
Industry	Automotive	Drafted on	18/10/16	
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	18/10/16	
Occupation	Sales Support	Next review date	20/10/18	







ASC/N0002

Work effectively in a team

National Occupational Standard



Overview

This unit is about working effectively with colleagues, either in own work group or in other work groups within organization.





ASC/N0002

Work effectively in a team

Unit Code	ASC/N0002		
Unit Title (Task)	Work effectively in a team		
Description	This NOS unit is about working effectively within a team, either in individual's own work group or in other work groups outside the organization.		
Scope	 This unit/ task covers the following: Colleagues: Interact & communicate effectively with colleagues including member in the own group as well as other groups 		
Performance Criteria(Pe	w.r.t. the Scope		
Element	Performance Criteria		
Interact & communicate effectively with colleagues including member in the own group as well as other groups	 To be competent, the user/individual on the job must be able to: PC1. maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written) PC2. work with colleagues to integrate work PC3. pass on information to colleagues in the with organisational requirements both through verbal as well as non-verbal means PC4. work in ways that show respect for colleagues PC5. carry out commitments made to colleagues PC6. let colleagues know in good time if cannot carry out commitments, explaining the reasons PC7. identify problems in working with colleagues and take the initiative to solve these problems PC8. follow the organisation's policies and procedures for working with 		
	colleagues		
Knowledge and Unders	tanding (K)		
A. Organizational Context (Knowledge of the company /	The user/individual on the job needs to know and understand: KA1. the organization's policies and procedures for working with colleagues, role and responsibilities in relation to this		
organization and its processes)	KA2. the importance of effective communication and establishing good working relationships with colleagues		
	KA3. different methods of communication and the circumstances in which it is appropriate to use these		
	KA4. the importance of creating an environment of trust and mutual respectKA5. the implications of own work on the work and schedule of others		
B. Technical	The user/individual on the job needs to know and understand:		
Knowledge	KB1. different types of information that colleagues might need and the		





AS	SC/N0002	Work effectively in a team				
		importance of providing this information when it is requiredKB2. the importance of helping colleagues with problems, in order to meet quality and time standards as a team				
Ski	lls (S)					
Α.	Core Skills/	Reading Skills				
Generic Skills The user/individual on the job should have ability to :		The user/ individual on the job should have ability to :				
		SA1. read instructions, guidelines/procedures				
		Writing Skills				
		The user/ individual on the job should have ability to :				
		SA2. write simple sentences in local language and also preferably in Hindi/				
		English				
		Oral Communication (Listening and Speaking skills)				
		The user/ individual on the job should have ability to :				
		SA3. listen effectively and orally communicate information				
		SA4. ask for clarification and advice from the concerned person				
В.	Professional Skills	Decision Making				
		The user/individual on the job should be able to :				
		SB1. analyses a given situation and decide on an appropriate action for				
		completing the task within resources				
		Plan and Organize				
		The user/individual on the job should be able to :				
		SB2. agree upon required output				
		SB3. plan and organize work to achieve targets and deadlines Customer Centricity				
		The user/individual on the job should be able to : SB4. meet or exceed customer/team expectations				
		Problem Solving				
		The user/individual on the job should be able to : SB5. analyses a problem and attempt to find an acceptable solution and take help				
		of concerned people if required				
		Analytical Thinking				
		The user/individual on the job should be able to :				
		SB6. anticipate and analyses a given situation from all aspects				
		Critical Thinking				
		The user/individual on the job should be able to :				
		SB7. apply own judgement to identify solutions in different situations				





ASC/N0002

Work effectively in a team

NOS Version Control

NOS Code	ASC/N0002			
Credits	TBD	Version number	1.0	
Industry	Automotive	Drafted on	18/10/16	
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	18/10/16	
Occupation	Sales Support	Next review date	20/10/18	







ASC/N0003 Maintain a healthy, safe and secure working environment

National Occupational Standard



Overview

This unit is about monitoring work place practices and making sure they meet requirements for health, safety, security and environmental concerns.





ASC/N0003 Maintain a healthy, safe and secure working environment

	Unit Code	ASC/N0003
	Unit Title (Task)	Maintain a healthy, safe and secure working environment
	Description	This NOS unit is about monitoring the working environment and making sure it meets requirements for health, safety and security.
	Scope	This unit/ task covers the following:
		 Resources (both material & manpower) needed to maintain a safe working environment as per the prevalent norms & government policies including emergency procedures for illness, accidents, fires or any other reason which may involve evacuation of the premises.
	Performance Criteria(PC) w.r.t. the Scope
	Element	Performance Criteria
	Resources needed to maintain a safe, secure working environment	 To be competent, the user/individual on the job must be able to: PC1. comply with organisation's current health, safety and security policies and procedures PC2. report any identified breaches in health, safety, and security policies and procedures to the designated person PC3. coordinate with other resources at the workplace to achieve healthy, safe and secure environment for all incorporating government norms esp. for emergency situations like fires, earthquakes etc. PC4. identify and correct any hazards like illness, accidents, fires or any other natural calamity within the limits of individual's authority PC5. report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected PC6. follow organisation's emergency procedures for accidents, fires or any other natural calamity PC7. identify and recommend opportunities for improving health, safety, and
		security to the designated person
		PC8. complete health and safety records , ensure procedures are well defined
Knowledge and Underst		anding (K)
	A. Organizational	The user/individual on the job needs to know and understand:
	Context (Knowledge	KA1. legislative requirements and organisation's procedures for health, safety
	of the company /	and security and individual's role and responsibilities in relation to this
	organization and its	KA2. what is meant by a hazard, including the different types of health and safety hazards that can be found in the workplace





National Occupational Standards

ASC/NUUUS Maintain a nearthy, safe and secure working environmen	ASC/N0003	Maintain a healthy, safe and secure working environment
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ASC/N0003 Maint	ain a healthy, safe and secure working environment		
processes)	KA3. how and when to report hazards		
	KA4. the limits of responsibility for dealing with hazards		
	KA5. the organisation's emergency procedures for different emergency situations		
	and the importance of following these		
	KA6. the importance of maintaining high standards of health, safety and security		
	KA7. implications that any non-compliance with health, safety and security may		
	have on individuals and the organization		
B. Technical	The user/individual on the job needs to know and understand:		
Knowledge	KB1. different types of breaches in health, safety and security and how and when		
	to report these		
	KB2. evacuation procedures for workers and visitors		
	KB3. how to summon medical assistance and the emergency services, where		
	necessary		
	KB4. how to use the health, safety and accident reporting procedures and the		
	importance of these		
	for the second sec		
Skills (S)			
A. Core Skills/	Reading Skills		
Generic Skills	The user/ individual on the job should have ability to :		
	SA1. read instructions, guidelines/ procedures/ rules		
	Writing Skills		
	The user/ individual on the job should have ability to :		
	SA2. write simple sentences in local language and also preferably in Hindi/		
	English		
	Oral Communication (Listening and Speaking skills)		
	The user/individual on the job should have ability to :		
	SA3. listen to and orally communicate information with all concerned		
B. Professional Skills	Decision Making		
	The user/individual on the job should be able to :		
	SB1. make decisions on a suitable course of action or response		
	Plan and Organize		
	The user/individual on the job should be able to :		
	SB2. agree upon required output		
	SB3. plan and organize work to achieve targets and deadlines		
	Customer Centricity		
	The user/individual on the job should be able to :		
	SB4. meet or exceed customer/team expectations		
	Problem Solving		





ASC/N0003 Maintain a healthy, safe and secure working environment

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	The user/individual on the job should be able to :
	SB5. analyses a problem and attempt to find an acceptable solution and take help
	of concerned people if required
	Analytical Thinking
	The user/individual on the job should be able to :
	SB6. anticipate and analyses a given situation from all aspects
	Critical Thinking
	The user/individual on the job should be able to :
	SB7. apply own judgement to identify solutions in different situations







ASC/N0003 Maintain a healthy, safe and secure working environment

NOS Version Control

NOS Code	ASC/N0003			
Credits	TBD	Version number	1.0	
Industry	Automotive	Drafted on	18/10/16	
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	18/10/16	
Occupation	Sales Support	Next review date	20/10/18	





<u>Annexure</u>

Nomenclature for QP and NOS





The following acronyms/ codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers		
Manufacturing	31 - 45 & 61 - 68		
Research & Development	81 - 84		
Sales & Service	01 - 21		
Road Transportation	96 - 97		

Sequence	Description	Example		
Three letters Automotive		ASC		
Slash	/	/		
Next letter	Whether Q P or N OS	N		
Next two numbers	Occupation code	01		
Next two numbers	OS number	01		



CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Showroom Hostess/ Customer Relationship Executive

Qualification Pack: ASC/Q1111

Sector Skill Council: Automotive Skills Development Council

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. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/ training centre (as per assessment criteria below).

4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training centre based on this criteria.

5. To pass the Qualification Pack, every trainee should score a minimum of 70% in every NOS.

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.

Assessable Outcomes	Assessment Criteria	Total Marks	Out of	Theory	Practical Skills
ASC/N1103 Carry out activities for hosting customers in an automobile showroom	PC1.greet, escort, seat the customers and offer refreshments(tea/ coffee)				5
	PC2.enquire and understand customer queries related to vehicle type, model, specifications				5
	PC3.hand out vehicle brochure and specification cards to customers				5
	PC4.coordinate with other colleagues to ensure satisfactory response to customer's queries				5
	PC5.assist the customer in filling the form related to the basic information, contact details to obtain basic demographic information about each customer, using a computer system, a log sheet, or other method established by the dealership				4
	PC6.notify the appropriate sales executive that a customer is waiting, or introduce the customer to sales executive thereby transferring the showroom sales lead to sales executive				5
	PC7. provide basic information related to accessories/ value added or special services and transfer the lead to accessory/ VAS sales executive for detailed discussions				4



	PC8.provide information when requested and promote organisation's services, facilities				4
	PC9.escort or remain in continuous contact while the customer stays in the frontal area of the showroom				4
	PC10.wish the customer before he leaves the showroom and enquire if his visit was satisfactory				5
	PC11.take a feedback from the customer at the time of his leaving on whether his visit was satisfactory and all his queries were adequately addressed or not				4
	PC12.coordinate with sales colleagues to ensure that all pending responses promised to the customer are responded to in a timely and satisfactory manner				5
	PC13. coordinate with support staff in maintaining show room in presentable condition (including the models on display are cleaned, brochures are available etc.)				5
	PC14.promote maintaining of harmonious relations in the show room				4
	PC15.attend and participate in daily briefings, meetings regarding the overall process of customer handling as prescribed by the OEM				3
	PC16.participate in training sessions				3
	All KA, KB for the NOS			30	
		Total	100	30	70
ASC/N1105 Generate sales leads and pass on the leads to the sales team to achieve sales closure	PC1.handle all leads from various sources like showroom walk-ins, telephonic enquiries, other marketing campaigns and ATL / BTL activities				4
	PC2.identify and develop sources of potential clients and customer contacts interested in buying OEM products	-			4
	PC3.call and enquire about buying plans or interests, as per the calling script, from the prospective calling list assigned				3
	PC4.greet the customers and get vehicle buying interests and time schedule from the prospective calling list to get sales leads	100			4
	PC5.effectively communicate with clients/ customers to gain commitment to purchase and products via telephone, face-to-face and written communication				3
	PC6. mention FAB (features/ advantages/ benefits) and USPs of the OEM vehicles and brands available at the dealership over the competitor models respond promptly to customer need and requests from time to time				10



N-5-D-C National Skill Development Corporation

· ·	Total	100	30	70
All KA, KB for the NOS			30	
PC20.liaise with other members of Sales Team to actively promote sales opportunities, exchange information and increase professionalism				4
PC19.assist in organizing client entertaining & promotional events to ensure maximum customer engagement for selling OEM products in future				4
PC18.ensure realization of revenues from sales as per planned payment cycle through effective follow up & relationship building with customers				4
PC17. understand the key customer requirements for the vehicle (during sales pitch) and any pending service related issue (during service calls follow-ups to generate repeat/referral sales) and highlight the requirements/ issues for early redressal				5
PC16.arrange for vehicle pick up and drops to and from work shops				2
PC15. effectively communicate functional details and client requirements to concerned persons				2
PC14.maintain an effective tracking system to record all feedbacks and complaints from customers in the system in a prescribed OEM format				2
PC13.take accurate enquiry details from client and Advise Sales and Marketing department about client feedback/ comments relating to product content and pricing				3
PC12. respond positively to customer objections/queries against the OEM products				3
PC11. assist in management of key customer relationship and coordinate with sales to ensure that all pending responses are attended to in a timely and satisfactory manner				2
PC10.ask potential customers for information on reasons for considering purchase and comprehend all customer requirements and needs				3
PC9.invite, fix and record customer prospective visit for test drive, either at showroom or at any mutually agreed location				2
PC8.maintain contract renewal reports and profiling of existing accounts				4
PC7. follow up for free free test drives with customer on phone/email				2



ASC/N1106 Handle post- delivery services for better customer satisfaction	PC1.receive, process and verify the accuracy of delivered orders from customers utilizing the organisations' internal CRM/mainframe systems and customer purchase orders			7
	PC2.initiate required action for response to customer service requests for order changes, including the maintenance of customer information files and communicates changes to the service function			8
	PC3.make follow up calls to existing customers for service reminders and to promote other value-added services			6
	PC4.make calls to new vehicle buyers for following up on service requirements as per the "free service" schedule of the OEM			6
	PC5.follow up with customers after service or repairs on their vehicle and take feedback on the experience			6
	PC6.make calls to existing customers to enquire the overall level of satisfaction with the work done at the workshop and the overall resolution of the complaints which was reported by the customer at the workshop			7
	PC7.report any complaints or queries from customers to the concerned persons in the organisation	100		6
	PC8.maintain Management Information Systems for service revenue recovery and post-service collections and provide time-phased, qualified reports on the overall performance of the workshop and service target achievement through various sale of value added services (like Annual Maintenance Contracts, Reconditioned aggregates sale)			8
	PC9.ensure realization of revenues from services as per planned payment cycle (esp. for the key account / corporate customers who tend to pay in a cycle) through effective follow up & relationship building with customers			7
	PC10.manage and ensure execution of all Back-Office operations like prompt issuance of allotment letters, demand notes, agreements and timely dispatch of all post- sale revenue realization devices like reminders and notices for recovery if required			7
	PC11.access the company's internal systems to obtain and extract information and provide customer service management with data for inclusion in various scheduled and special reports			7



	All KA, KB for the NOS			25	
		Total	100	25	75
ASC/N0001 Plan and organise work to meet	PC1.keep immediate work area clean and tidy	100			8
	PC2.treat confidential information as per the organisation's guidelines				9
	PC3.work in line with organisation's policies and procedures				8
expected outcomes	PC4.work within the limits of job role				8
eacomes	PC5.obtain guidance from appropriate people, where necessary				8
	PC6.ensure work meets the agreed requirements				9
	PC7.establish and agree on work requirements with appropriate people				9
	PC8.manage time, materials and cost effectively				8
	PC9. use resources efficiently with minimal wastage				8
	All KA, KB for the NOS			25	
		Total	100	25	75
ASC/N0002 Work effectively in	PC1.maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written)				9
a team	PC2.work with colleagues to integrate work	100			9
	PC3.pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means				10
	PC4.work in ways that show respect for colleagues				9
	PC5.carry out commitments made to colleagues				9
	PC6.let colleagues know in good time if cannot carry out commitments, explaining the reasons				10
	PC7.identify problems in working with colleagues and take the initiative to solve these problems				10
	PC8.follow the organisation's policies and procedures for working with colleagues				9
	All KA, KB for the NOS			25	
		Total	100	25	75
ASC/N0003 Maintain a	PC1.comply with organisation's current health, safety and security policies and procedures				10
healthy, safe and secure working environment	PC2.report any identified breaches in health, safety, and security policies and procedures to the designated person	100			9
	PC3. coordinate with other resources at the workplace to achieve healthy, safe and secure environment for all incorporating government norms esp. for emergency situations like fires, earthquakes etc.				9



	Total	100	25	75
All KA, KB for the NOS			25	
PC8. complete health and safety records, ensure procedures are well defined				10
PC7.identify and recommend opportunities for improving health, safety, and security to the designated person				9
PC6.follow organisation's emergency procedures for accidents, fires or any other natural calamity				8
PC5.report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected				10
PC4. identify and correct any hazards like illness, accidents, fires or any other natural calamity within the limits of individual's authority				10