

## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR TOURISM AND HOSPITALITY 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: Counter Sale Executive

**SECTOR: TOURISM AND HOSPITALITY**

**SUB-SECTOR:** Restaurant

**OCCUPATION:** Customer Service

**REFERENCE ID:** THC/Q2903

**ALIGNED TO:** NCO-2004/NIL

Also known as “Counter Sale Assistant” or “Counter Service Executive”, the Counter Sale Executive is responsible for taking orders, getting them prepared and serving to customers, as per organization’s policy.

**Brief Job Description:** The individual at work receives customers, answers their queries, takes down their orders, transfers orders to kitchen, instructs the kitchen staff, serves to customers and maintains the eatery as per organizational policy. This job role is applicable to eateries in hospitals, canteens, food kiosks, food courts and cafe’, etc.

**Personal Attributes:** The job requires the individual to be able to sit at a desk for long hours; to have a pleasing personality, to be mentally alert, target oriented and energetic; to be a fluent speaker and able to work calmly under pressure.

## Qualifications Pack For Counter Sale Executive

Job Details	<b>Qualifications Pack Code</b>	<b>THC/Q2903</b>		
	<b>Job Role</b>	<b>Counter Sale Executive</b>		
	<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
	<b>Sector</b>	<b>Tourism and Hospitality</b>	<b>Drafted on</b>	<b>17/03/15</b>
	<b>Sub-sector</b>	<b>Restaurant</b>	<b>Last reviewed on</b>	<b>02/09/15</b>
	<b>Occupation</b>	<b>Customer Service</b>	<b>Next review date</b>	<b>05/10/19</b>
	<b>NSQC Clearance on</b>	<b>28/09/15</b>		

<b>Job Role</b>	<b>Counter Sale Executive</b> Also known as “Counter Sale Assistant” and “Counter Service Executive”
<b>Role Description</b>	Taking orders, getting it prepared and serving to customers, as per organization’s policy
<b>NSQF level</b>	4
<b>Minimum Educational Qualifications</b>	Preferable 8 <sup>th</sup> Standard passed
<b>Maximum Educational Qualifications</b>	Graduate
<b>Training</b> (Suggested but not mandatory)	Not Applicable
<b>Minimum Job Entry Age</b>	18 years
<b>Experience</b>	Minimum preferable 2 years as Order Taker-Home Delivery
<b>Applicable National Occupational Standards (NOS)</b>	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">THC/N2907 Receive customers and take orders</a></li> <li><a href="#">THC/N2908 Process customer’s order</a></li> <li><a href="#">THC/N2909 Manage administrative work</a></li> <li><a href="#">THC/N9901 Communicate with customer and colleagues</a></li> <li><a href="#">THC/N9902 Maintain customer-centric service orientation</a></li> <li><a href="#">THC/N9903 Maintain standard of etiquette and hospitable conduct</a></li> <li><a href="#">THC/N9904 Follow gender and age sensitive service practices</a></li> <li><a href="#">THC/N9906 Maintain health and hygiene</a></li> </ol> <p><b>Optional:</b></p> <ol style="list-style-type: none"> <li>NA</li> </ol>
<b>Performance Criteria</b>	As described in the relevant OS units

Qualifications Pack For Counter Service Executive

Definitions

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.
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 with an 'N'
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.

*Qualifications Pack For Counter Service Executive*

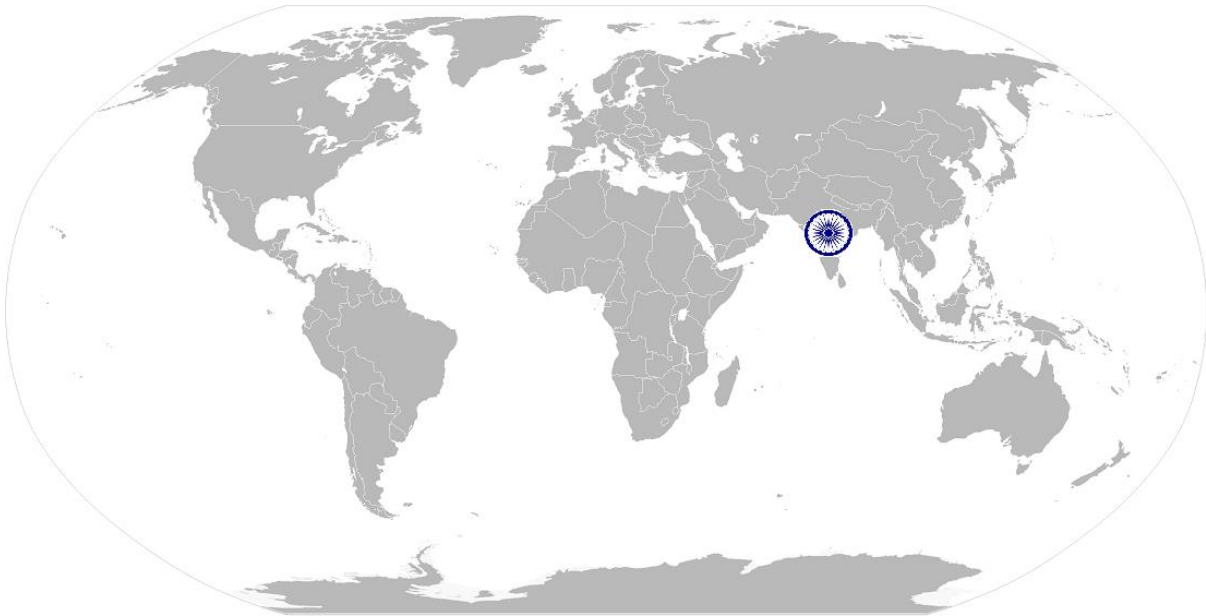
Acronyms	Keywords /Terms	Description
	NSQF	National Skills Qualifications Framework
	QP	Qualification Pack
	OS	Occupational Standards
	OH&S	Occupational Health and Safety
	PPE	Personal Protective Equipment
	HR	Human Resources

THC/N2907

Receive customers and take orders

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# National Occupational Standard



## Overview

This unit is about receiving customers, answering the queries and taking their orders for food and beverages.

## THC/N2907

## Receive customers and take orders

<b>Unit Code</b>	THC/N2907
<b>Unit Title (Task)</b>	Receive customers and take orders
<b>Role Description</b>	This OS unit is about receiving customers, answering the queries and taking their orders for food and beverages
<b>Scope</b>	This unit/task covers the following: <ul style="list-style-type: none"> <li>Receive and greet customers</li> <li>Take customer's order</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Receiving and greeting customers</b>	To be competent, the user/ individual must be able to: <ul style="list-style-type: none"> <li>PC1. ensure the availability at the counter all the time</li> <li>PC2. receive and greet the customer promptly and appropriately in a professional manner as per organization's procedures</li> <li>PC3. apologize where delay in greeting and acknowledging customer is unavoidable</li> <li>PC4. speak with customers in pleasant and polite voice</li> </ul>
<b>Taking customer's order</b>	To be competent, the user/ individual must be able to: <ul style="list-style-type: none"> <li>PC5. present menu to the customer</li> <li>PC6. establish customer's food and beverage requirements quickly</li> <li>PC7. answer questions of the customer related to food and beverage purchase</li> <li>PC8. inform customers about any sale offers available at that point of time</li> <li>PC9. give advice about food content and menu choices</li> <li>PC10. assist customers by providing them ordering suggestions</li> <li>PC11. take food and beverage orders from the customer</li> <li>PC12. ask specifically about the requirements related to quantity and brand for their chosen food and beverages</li> <li>PC13. confirm the final order as per company's SOP</li> <li>PC14. give customer a order delivery time estimate</li> </ul>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KA1. company's policy and work instructions on receiving and greeting customers, sale promotion offers, food safety and quality standards</li> <li>KA2. company's personnel management and incentives</li> <li>KA3. importance of the individual's role in the workflow</li> <li>KA4. reporting structure</li> </ul>
<b>B. Technical Knowledge</b>	The individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KB1. about receiving and greeting customers promptly in welcoming way in the eatery</li> <li>KB2. ingredients of different food items of eatery's menu</li> </ul>

**THC/N2907**

**Receive customers and take orders**

	KB3. food and beverage combinations KB4. frequently asked queries by the customers KB5. eatery's order delivery timelines for the specific recipe KB6. mannerism and body language during the interaction with customers KB7. how to collect all relevant information from customer
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how: SA1. to read company's work instructions and food quality & service policy SA2. to read recipes mentioned in the menu SA3. to read the promotional materials provided by the organization at the counter SA4. to read the discounts or other customer services provided by the organization e.g. acceptance of food coupons
	<b>Writing Skills</b>
	The user/individual on the job needs to know and understand how: SA5. to maintain the record as per company's policy SA6. to keep record of customer's frequently asked questions and problems
	<b>Oral Communication (Listening and Speaking skills)</b>
	To be competent, the user/ individual must be able to: SA7. listen to customers to get the order SA8. answer the queries of customers in language they understand SA9. communicate with customers in pleasant, polite and clear way
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/individual on the job needs to: SB1. decide about when to delay accepting more customers so as to maintain the service quality
	<b>Plan and Organize</b>
	The user/individual on the job needs to: SB2. organize the counter so that customer's order can be taken quickly e.g. arranging writing pads, pen, computer etc. SB3. plan to promote the sale of other related food and beverage items to the as per customer's orders SB4. plan and organize to receive and greet each customer within the time frame mentioned in the organizational SOP
	<b>Customer Centricity</b>
The user/ individual on the job needs to know and understand: SB5. listen carefully and interpret customer's requirement	



## THC/N2907

### Receive customers and take orders

	<p>SB6. suggest customers to make right choices as per their requirements</p> <p>SB7. importance of being patient and courteous with all types of customers</p> <p>SB8. being polite and courteous under all circumstances</p> <p>SB9. to work with kitchen staff and serving staff to serve customer as per organizational set service standards</p>
	<p><b>Problem Solving</b></p> <p>The user/individual on the job needs to know:</p> <p>SB10. how to handle unsatisfied customers and their complaints</p>
	<p><b>Analytical Thinking</b></p> <p>The user/individual on the job needs to know and understand how:</p> <p>SB11. seek to improve and modify own work practices</p> <p>SB12. estimate the time taken for food preparation and order delivery to customer</p> <p>SB13. calculate the bill of customer's order</p> <p>SB14. assemble and connect equipment as per the DIY installation manual e.g. promotional CD being played on LCD T.V.</p> <p>SB15. rectify minor defects in the equipment or call for (annual) maintenance or in-warranty service</p> <p>SB16. maintain standards of safety of equipment handling and operations</p>
	<p><b>Critical Thinking</b></p> <p>The user/individual on the job needs to know:</p> <p>SB17. what alternative to offer to the customer for the recipe which is not available at that time</p> <p>SB18. how to use tools like calculators, telephonic equipments, electronic promotional materials etc.</p> <p>SB19. about the routine maintenance of tools used for day-to-day work</p> <p>SB20. operate the computer for documentation and reporting</p> <p>SB21. operate the computer for emailing and writing</p> <p>SB22. execute and manage the online order/ reservations processing and confirmation</p> <p>SB23. manage and handle queries on online payment modes, e.g., payment gateways</p> <p>SB24. use a hand-held device to process debit/ credit card payments at customer's or company's premises</p> <p>SB25. use a hand-held device to record and generate service completion confirmation at customer's or company's premises</p> <p>SB26. seek on-the-spot customer feedback using hand-held device</p> <p>SB27. resolve concerns with connectivity of hand-held device in use</p> <p>SB28. use smart phone applications for confirming receipt of order</p> <p>SB29. segregate and dispose off solid waste as per organizational SOP</p>

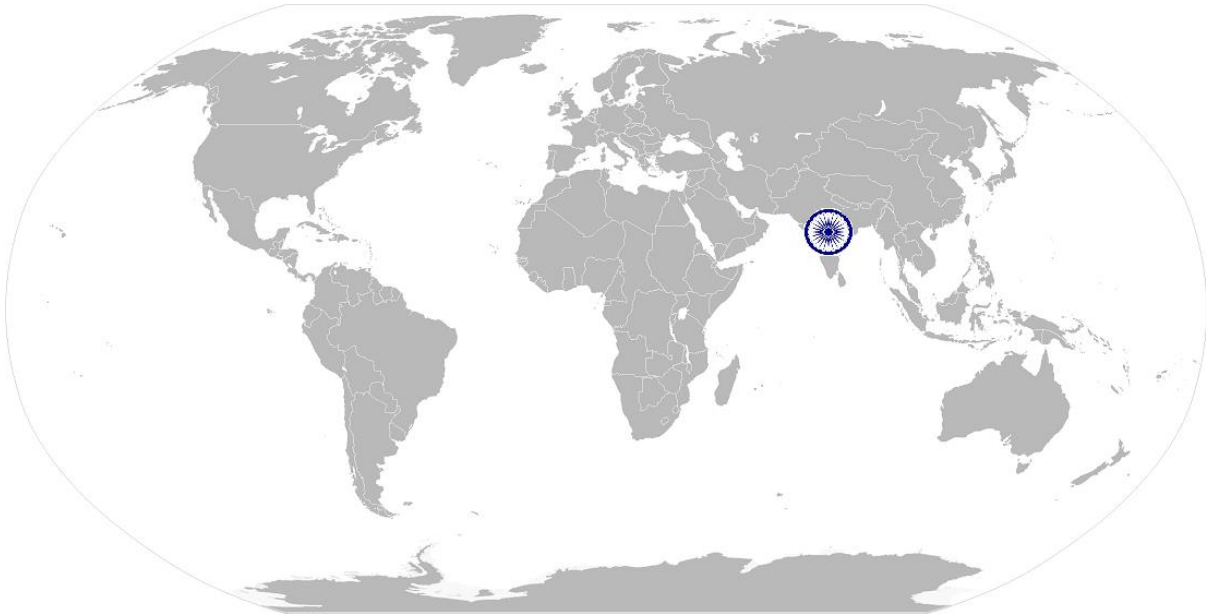


**THC/N2907**

**Receive customers and take orders**

## NOS Version Control

<b>NOS Code</b>	<b>THC/N2907</b>		
<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Tourism and Hospitality</b>	<b>Drafted on</b>	<b>17/03/15</b>
<b>Industry Sub-sector</b>	<b>Restaurant</b>	<b>Last reviewed on</b>	<b>02/09/15</b>
<b>Occupation</b>	<b>Customer Service</b>	<b>Next review date</b>	<b>02/09/16</b>

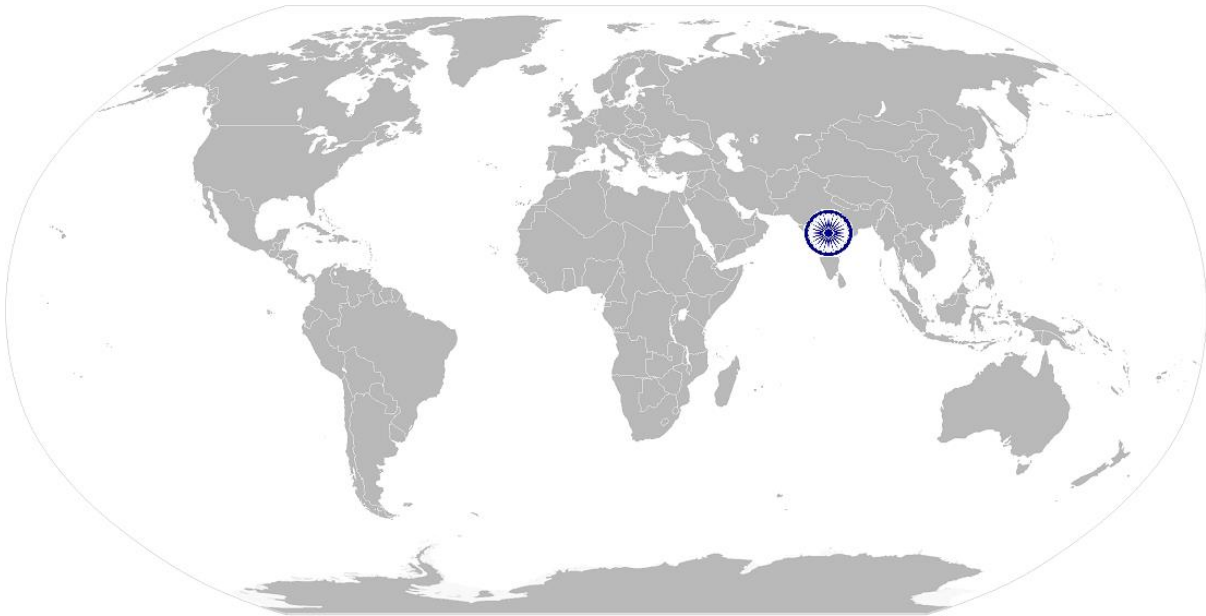


THC/N2908

Process customer's order

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# National Occupational Standard



## Overview

This unit is about passing on customer's order for food and beverages to the kitchen staff and serving customers.

## THC/N2908

## Process customer's order

<b>Unit Code</b>	<b>THC/N2908</b>
<b>Unit Title (Task)</b>	<b>Process customer's order</b>
<b>Role Description</b>	This OS unit is about passing on customer's order for food and beverages to the kitchen staff and serving customers
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Communicate kitchen staff</li> <li>Do customer service</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Communicating kitchen staff</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. enter customer's order into the computerized system wherever it is available</p> <p>PC2. generate the Kitchen Order Ticket [KOT ] from the computerized system for each order received</p> <p>PC3. submit Kitchen Order Ticket [KOT ] to kitchen</p> <p>PC4. inform kitchen about the customer's order by generating manual Kitchen Order Ticket [KOT ] as per company's SOP wherever computerized system is not available</p> <p>PC5. pass on specific instructions to kitchen staff to customize the order as per customer's requirement</p>
<b>Doing customer service</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC6. serve ready-to-eat and consume food and drinks to the customer as per order</p> <p>PC7. operate vending machines such as coffee-makers, cold drink dispensers and serve customer as per the order</p> <p>PC8. refill vending machines at self-serving food centers</p> <p>PC9. put pre-cooked food items into oven / microwave and serve customer hot</p> <p>PC10. place the half cooked food / frozen items into the oven for doing the 'live baking' and serve customer fully baked product as per organizational SOP</p> <p>PC11. collect the prepared food from kitchen, garnish it and serve the customer as per organizational SOP</p> <p>PC12. package the food on customer's request as per organizational SOP</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The individual on the job needs to know and understand:</p> <p>KA1. company's work instructions on use of computerized system, generating the KOT mechanically and manually, Live baking</p> <p>KA2. company's quality standards, personnel management and incentives</p> <p>KA3. importance of the individual's role in the workflow</p> <p>KA4. reporting structure</p>

THC/N2908

Process customer's order

<p><b>B. Technical Knowledge</b></p>	<p>The individual on the job needs to know and understand:</p> <p>KB1. how to enter the customer's orders in the computerized system or note manually on the paper or prescribed format</p> <p>KB2. how to generate KOT through the computerized system</p> <p>KB3. how to write the KOT as per eatery's SOP</p> <p>KB4. how to inform the kitchen staff about the specific requirements of the customer related to food and beverage order</p> <p>KB5. how to generate the bill electronically or manually as per company's SOP</p> <p>KB6. how to prepare coffee, tea, soda etc. using the machines</p> <p>KB7. how to operate safely vending machines</p> <p>KB8. hazards related to operating electrical instruments e.g. coffee making machine</p> <p>KB9. how to garnish and present food to the customer as per eatery's SOP</p>
<p><b>Skills (S) [Optional]</b></p>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Reading Skills</b></p> <p>The user/individual on the job needs to know and understand how:</p> <p>SA1. to read company's work instructions and food quality &amp; service policy</p> <p>SA2. to read instructions displayed on the computerized system while entering the order</p> <p>SA3. to read the format for writing customer's order</p> <p><b>Writing Skills</b></p> <p>The user/individual on the job needs to know and understand how:</p> <p>SA4. to write the customer order manually as per eatery's SOP</p> <p>SA5. to generate the KOT manually as per eatery's SOP</p> <p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>To be competent, the user/ individual must be able to:</p> <p>SA6. inform kitchen staff about the job requirements related to customer's order</p> <p>SA7. communicate the timeline for different customer orders</p>
<p><b>B. Professional Skills</b></p>	<p><b>Decision Making</b></p> <p>The user/individual on the job needs to:</p> <p>SB1. decide about when to delay accepting more customers so as to maintain the service quality</p> <p><b>Plan and Organize</b></p> <p>The user/individual on the job needs to:</p> <p>SB2. organize and plan so as to communicate the customer order as the earliest to the kitchen staff for processing</p> <p>SB3. organize the work so that customers could be served with the ready-to-eat and</p>

THC/N2908

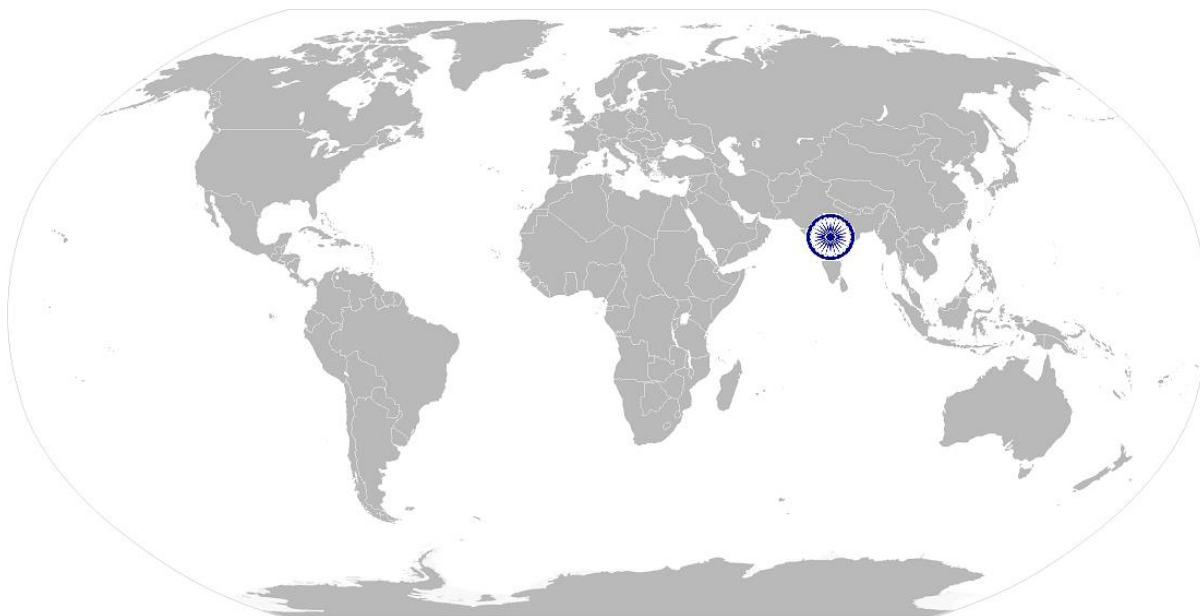
**Process customer's order**

	consume items timely while taking orders from other customers
	<b>Customer Centricity</b>
	The user/ individual on the job needs to know and understand: SB4. listen carefully and interpret customer's requirement SB5. suggest customers to make right choices as per their requirements SB6. importance of being patient and courteous with all types of customers SB7. being polite and courteous under all circumstances SB8. how to get each customer's order processed and delivered within the time frame mentioned in the organizational SOP
	<b>Problem Solving</b>
	The user/individual on the job needs to know: SB1. how to deal with unpleasant situations appropriately e.g. customer is shouting and complaining about the delay in order delivery SB2. to solve work related problems, e.g., non-functional computerized system
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how: SB9. seek to improve and modify own work practices SB10. estimate the time taken for food preparation and order delivery to customer SB11. calculate the bill of customer's order SB12. assemble and connect equipment as per the DIY installation manual e.g. promotional CD being played on LCD T.V. SB13. rectify minor defects in the equipment or call for (annual) maintenance or in-warranty service SB14. maintain standards of safety of equipment handling and operations
	<b>Critical Thinking</b>
	The user/individual on the job needs to know: SB15. what alternative to offer to the customer for the recipe which is not available at that time SB16. how to operate computerized system for entering customer's order and generating KOT SB17. about the routine maintenance of equipments SB18. how to use tools like calculators, telephonic equipments, electronic promotional materials etc. SB19. about the routine maintenance of tools used for day-to-day work SB20. operate the computer for documentation and reporting SB21. operate the computer for emailing and writing SB22. execute and manage the online order/ reservations processing and confirmation SB23. manage and handle queries on online payment modes, e.g., payment gateways SB24. use a hand-held device to process debit/ credit card payments at customer's or company's premises SB25. use a hand-held device to record and generate service completion confirmation

**THC/N2908**

**Process customer's order**

	<p>at customer's or company's premises</p> <p>SB26. seek on-the-spot customer feedback using hand-held device</p> <p>SB27. resolve concerns with connectivity of hand-held device in use</p> <p>SB28. use smart phone applications for confirming receipt of order</p> <p>SB29. segregate and dispose off solid waste as per organizational SOP</p>
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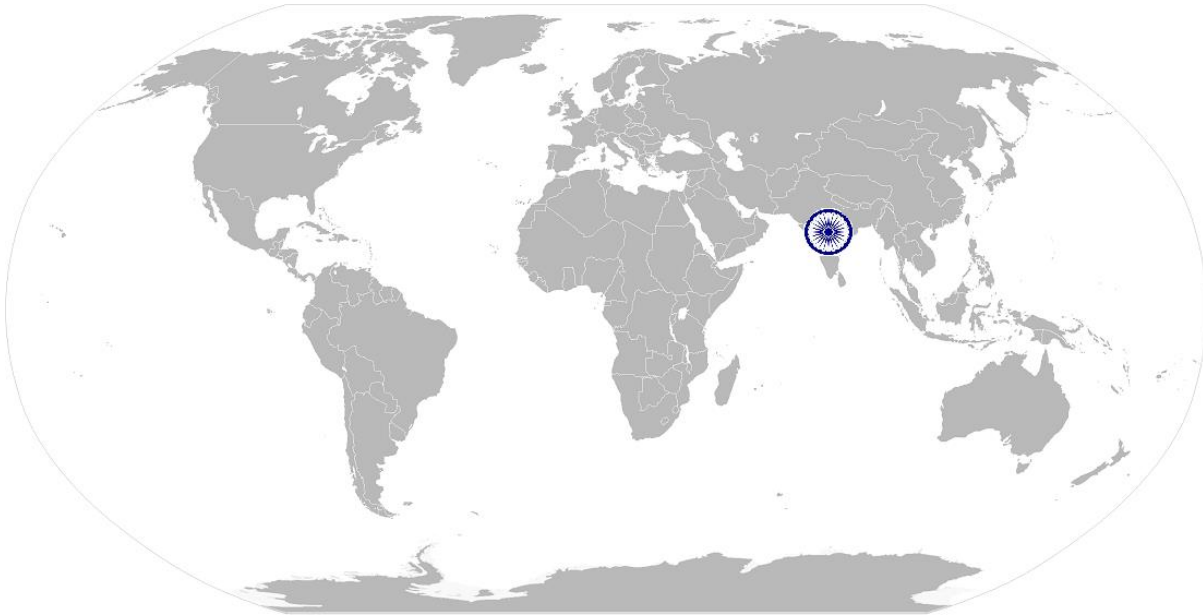


**THC/N2908**

**Process customer's order**

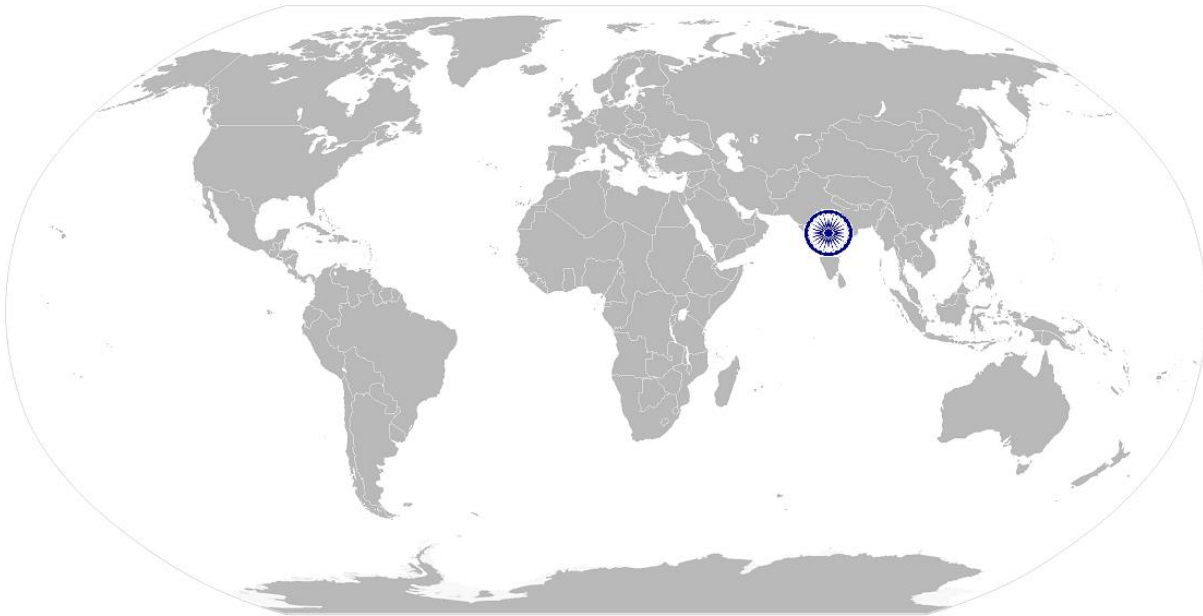
## NOS Version Control

<b>NOS Code</b>	<b>THC/N2908</b>		
<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Tourism and Hospitality</b>	<b>Drafted on</b>	<b>17/03/15</b>
<b>Industry Sub-sector</b>	<b>Restaurant</b>	<b>Last reviewed on</b>	<b>02/09/15</b>
<b>Occupation</b>	<b>Customer Service</b>	<b>Next review date</b>	<b>02/09/16</b>





# National Occupational Standard



## Overview

This unit is about managing cash, stock, building, sales and generating reports for the higher authorities.

THC/N2909

Manage administrative work

<b>Unit Code</b>	THC/N2909
<b>Unit Title (Task)</b>	Manage administrative work
<b>Role Description</b>	This OS unit is about managing cash, stock, building, sales and generating reports for the higher authorities.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Manage cash</li> <li>• Manage stock</li> <li>• Maintain building, cleanliness and security</li> <li>• Manage sales</li> <li>• Generate reports</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Managing cash</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. generate electronic or manual bill for each order and give it to customer as per organizational SOP</p> <p>PC2. take cash, credit/debit card payments or food coupons and give out change and receipts</p> <p>PC3. maintain the electronic or cash ledger record of each transaction as per organizational SOP</p> <p>PC4. match total sales and cash received at the end of the day</p> <p>PC5. submit the cash to the cashier / authorized person at the end of the day</p>
<b>Managing stock</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC6. collect information about the supplies; materials and provisions requirement from the kitchen staff</p> <p>PC7. ensure sufficient inventory of supplies; materials and provisions in the kitchen all the time</p> <p>PC8. order and organize supplies; materials; provisions and equipment in timely manner as per organizational SOP</p> <p>PC9. ensure uninterrupted service delivery to customers</p>
<b>Maintaining building, cleanliness and security</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC10. ensure that all the electrical, plumbing and civil infrastructure of the eatery place is in good condition</p> <p>PC11. ensure the cleanliness, hygiene and ambiance of the eatery place</p> <p>PC12. ensure the security of the eatery place</p>
<b>Managing sales</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC13. ensure proper display of food and beverage items at the counter</p> <p>PC14. handle point of sale promotional materials as per organizational SOP</p> <p>PC15. increase the customer footfall and sale in the eatery to achieve the target sales</p>
<b>Generating reports</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC16. maintain all the records of day-to-day business as per organizational SOP</p>

**THC/N2909**

**Manage administrative work**

	<p>PC17. generate reports in the given format as per organizational SOP for apprising the management about customer footfall, sale conversions, trends in customer's liking etc.</p> <p>PC18. inform top management about customer enquiries, comments and complaints</p>
<b>Knowledge and Understanding (K)</b>	
<p><b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)</p>	<p>The individual on the job needs to know and understand:</p> <p>KA1. company's work instructions on time management of the order delivery, daily cash management, inventory and stock management, maintenance of building, housekeeping and security practices and record keeping</p> <p>KA2. company's quality standards, personnel management and incentives</p> <p>KA3. importance of the individual's role in the workflow</p> <p>KA4. reporting structure</p>
<p><b>B. Technical Knowledge</b></p>	<p>The individual on the job needs to know and understand:</p> <p>KB1. how to monitor and control order processing and dispatching time with in the eatery</p> <p>KB2. how to maintain the optimum inventory in the eatery so as to ensure uninterrupted customer service</p> <p>KB3. about cash management, basic accounting and double entry system</p> <p>KB4. about maintaining the building infrastructure</p> <p>KB5. about best housekeeping and security practices</p> <p>KB6. how to generate bills as per company's SOP</p> <p>KB7. about the counter sales and sale promotional activities</p> <p>KB8. about the type of records to be maintained on day-to-day basis as per company's SOP</p> <p>KB9. how to generate reports containing the necessary information required by the top management in timely manner</p>
<b>Skills (S) [Optional]</b>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Reading Skills</b></p>
	<p>The user/individual on the job needs to know and understand how:</p> <p>SA1. to read company's work instructions and quality policy</p>
	<p><b>Writing Skills</b></p>
	<p>The user/individual on the job needs to know and understand how:</p> <p>SA2. to maintain the record as per company's policy</p> <p>SA3. to write reports as per company's SOP</p>
	<p><b>Oral Communication (Listening and Speaking skills)</b></p>
	<p>To be competent, the user/ individual must be able to:</p> <p>SA4. communicate with customers about the services and recipes available in the eatery</p> <p>SA5. communicate superiors about the daily business</p>

THC/N2909

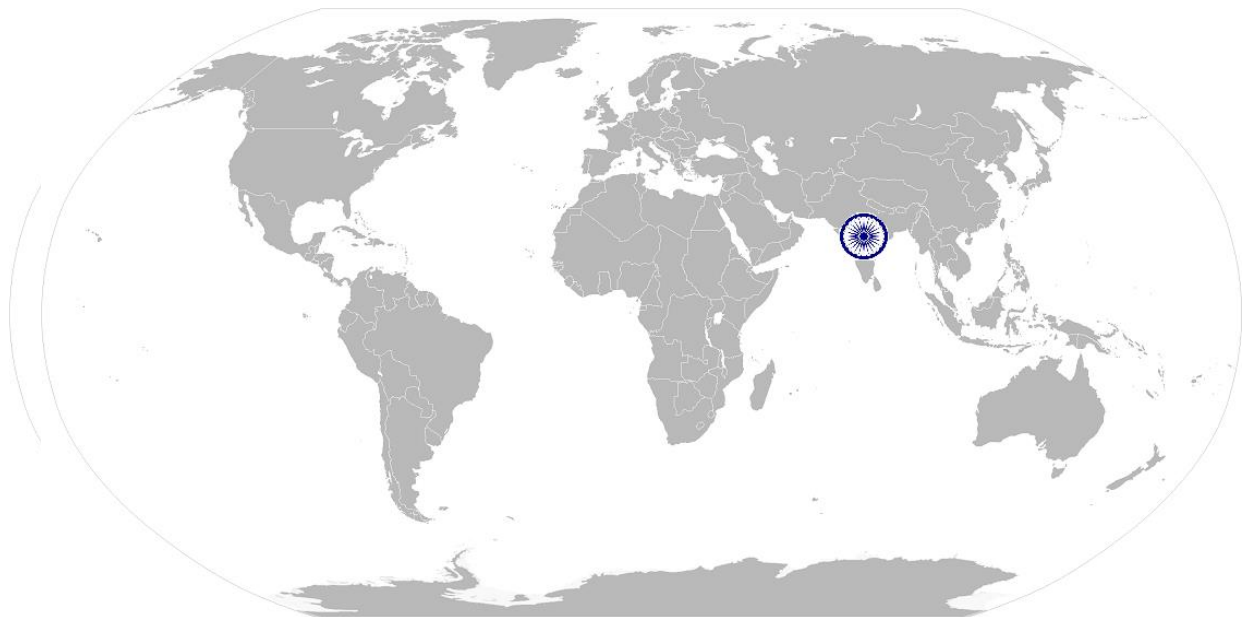
Manage administrative work

<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/individual on the job needs to: SB1. decide about what new promotional method to use to increase customer's footfall and sale e.g. displaying special recipes and food items on the counter
	<b>Plan and Organize</b>
	The user/individual on the job needs to: SB2. organize the required resources to run the eatery operations effectively e.g. supplies, materials and provision required for kitchen operations SB3. plan how to maintain building, cleanliness and security of the eatery
	<b>Customer Centricity</b>
	The user/ individual on the job needs to know and understand: SB4. listen carefully and interpret customer's requirement SB5. suggest customers to make right choices as per their requirements SB6. importance of being patient and courteous with all types of customers SB7. being polite and courteous under all circumstances SB8. how to generate and submit reports to higher authorities within the time frame mentioned in the organizational SOP SB9. how to work with kitchen staff and serving staff to serve customer as per organizational set service standards
	<b>Problem Solving</b>
	The user/individual on the job needs to know: SB10. how to handle unsatisfied customers and their complaints
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how: SB11. seek to improve and modify own work practices SB12. estimate the time taken for receiving supplies; materials and provisions from the supplier SB13. calculate the bill of customer's order SB14. assemble and connect equipment as per the DIY installation manual e.g. promotional CD being played on LCD T.V. SB15. rectify minor defects in the equipment or call for (annual) maintenance or in-warranty service SB16. maintain standards of safety of equipment handling and operations
<b>Critical Thinking</b>	
The user/individual on the job needs to know: SB17. what are the potential hazards to the building e.g. seepage could lead to fungal infection SB18. how to use tools like Point of Sale (POS) machine for receiving payment through debit/credit cards etc. SB19. about the routine maintenance of tools used for day-to-day work SB20. operate the computer for documentation and reporting	

**THC/N2909**

**Manage administrative work**

	<p>SB21. operate the computer for emailing and writing</p> <p>SB22. execute and manage the online order/ reservations processing and confirmation</p> <p>SB23. manage and handle queries on online payment modes, e.g., payment gateways</p> <p>SB24. use a hand-held device to process debit/ credit card payments at customer's or company's premises</p> <p>SB25. use a hand-held device to record and generate service completion confirmation at customer's or company's premises</p> <p>SB26. seek on-the-spot customer feedback using hand-held device</p> <p>SB27. resolve concerns with connectivity of hand-held device in use</p> <p>SB28. use smart phone applications for confirming receipt of order</p> <p>SB29. segregate and dispose off solid waste as per organizational SOP</p>
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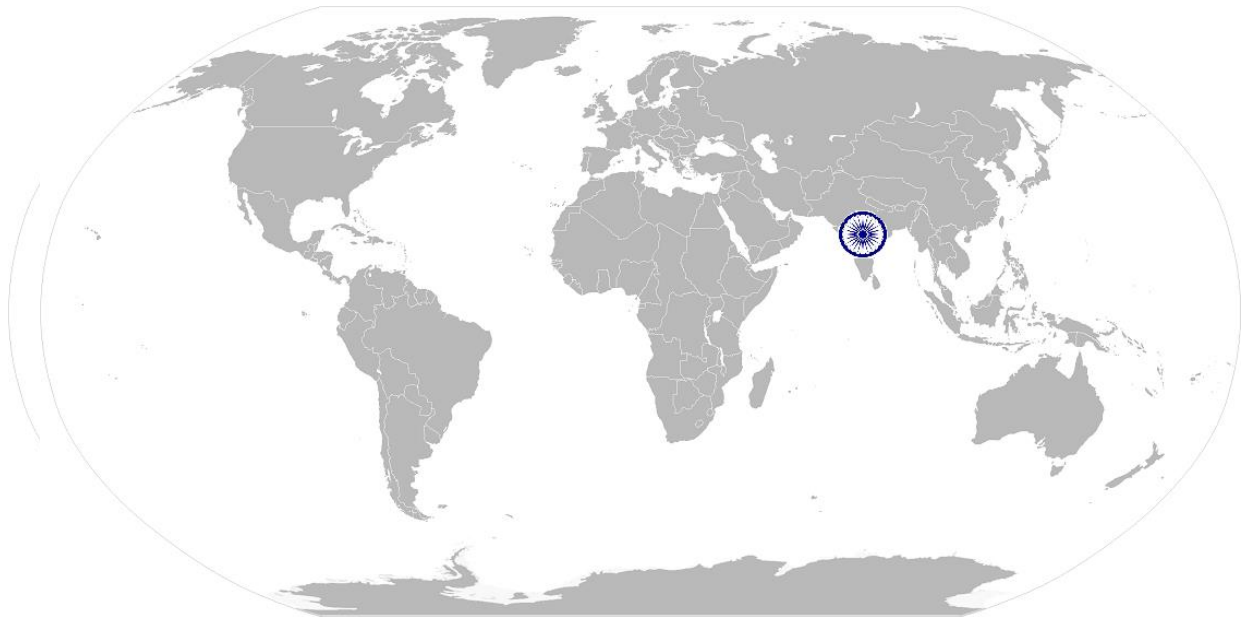


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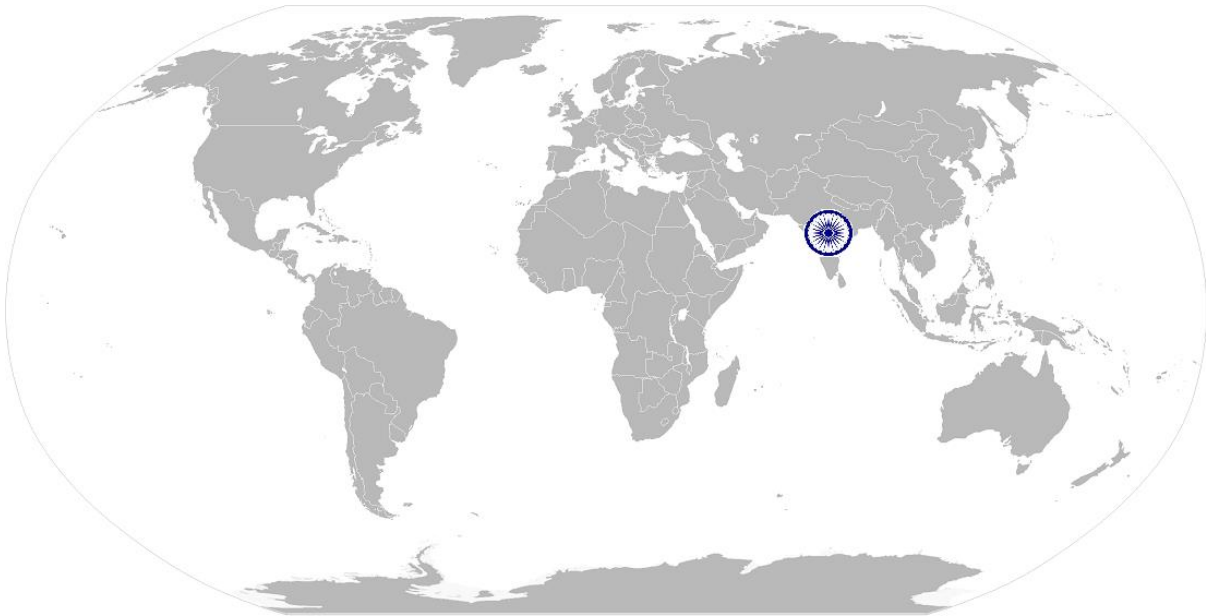
**Manage administrative work**

**NOS Version Control**

<b>NOS Code</b>	<b>THC/N2909</b>		
<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Tourism and Hospitality</b>	<b>Drafted on</b>	<b>17/03/15</b>
<b>Industry Sub-sector</b>	<b>Restaurant</b>	<b>Last reviewed on</b>	<b>02/09/15</b>
<b>Occupation</b>	<b>Customer Service</b>	<b>Next review date</b>	<b>02/09/16</b>



# National Occupational Standard



## Overview

This unit is about communicating effectively with superiors, colleagues and customers to achieve a smooth workflow.



THC/N9901

## Communicate with customer and colleagues

National Occupational Standard

<b>Unit Code</b>	THC/N9901
<b>Unit Title (Task)</b>	Communicate with customer and colleagues
<b>Role Description</b>	This OS unit is about communicating effectively with superiors, colleagues and customer to achieve a smooth workflow
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Interact with superior</li> <li>Communicate with colleagues</li> <li>Communicate effectively with customers</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Interacting with superior</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. receive job order and instructions from reporting superior</p> <p>PC2. understand the work output requirements, targets, performance indicators and incentives</p> <p>PC3. deliver quality work on time and report any anticipated reasons for delays</p> <p>PC4. escalate unresolved problems or complaints to the relevant senior</p> <p>PC5. communicate maintenance and repair schedule proactively to the superior</p> <p>PC6. receive feedback on work standards</p> <p>PC7. document the completed work schedule and handover to the superior</p>
<b>Communicating with colleagues</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC8. exhibit trust, support and respect to all the colleagues in the workplace</p> <p>PC9. aim to achieve smooth workflow</p> <p>PC10. help and assist colleagues with information and knowledge</p> <p>PC11. seek assistance from the colleagues when required</p> <p>PC12. identify the potential and existing conflicts with the colleagues and resolve</p> <p>PC13. pass on essential information to other colleagues on timely basis</p> <p>PC14. maintain the etiquette, use polite language, demonstrate responsible and disciplined behaviours to the colleagues</p> <p>PC15. interact with colleagues from different functions clearly and effectively on all aspects to carry out the work among the team and understand the nature of their work</p> <p>PC16. put team over individual goals and multi task or share work where necessary supporting the colleagues</p> <p>PC17. highlight any errors of colleagues, help to rectify and ensure quality output</p> <p>PC18. work with cooperation, coordination, communication and collaboration, with shared goals and supporting each other's performance</p>
<b>Communicating effectively with</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC19. ask more questions to the customers and identify their needs</p>

## THC/N9901

## Communicate with customer and colleagues

<p><b>customers</b></p>	<p>PC20. possess strong knowledge on the product, services and market</p> <p>PC21. brief the customers clearly</p> <p>PC22. communicate with the customers in a polite, professional and friendly manner</p> <p>PC23. build effective but impersonal relationship with the customers</p> <p>PC24. ensure the appropriate language and tone are used to the customers</p> <p>PC25. listen actively in a two way communication</p> <p>PC26. be sensitive to the gender, cultural and social differences such as modes of greeting, formality, etc.</p> <p>PC27. understand the customer expectations correctly and provide the appropriate products and services</p> <p>PC28. understand the customer dissatisfaction and address to their complaints effectively</p> <p>PC29. maintain a positive, sensible and cooperative manner all time</p> <p>PC30. ensure to maintain a proper body language, dress code, gestures and etiquettes towards the customers</p> <p>PC31. avoid interrupting the customers while they talk</p> <p>PC32. ensure to avoid negative questions and statements to the customers</p> <p>PC33. inform the customers on any issues or problems before hand and also on the developments involving them</p> <p>PC34. ensure to respond back to the customer immediately for their voice messages, e-mails, etc.</p> <p>PC35. develop good rapport with the customers and promote suitable products and services</p> <p>PC36. seek feedback from the customers on their understanding to what was discussed</p> <p>PC37. explain the terms and conditions clearly</p>
<p><b>Knowledge and Understanding (K)</b></p>	
<p><b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. company's policies on personnel management, effective team work at workplace</p> <p>KA2. company's Human Resources policies</p> <p>KA3. company's reporting structure</p> <p>KA4. company's documentation policy</p> <p>KA5. company's customer profile</p>
<p><b>B. Technical Knowledge</b></p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. methods for effective communication with various categories of people and the different departments in the organization</p> <p>KB2. significance of team coordination and productivity targets of the organisation</p> <p>KB3. how to record the job activity as required on various types of documents</p>

## THC/N9901

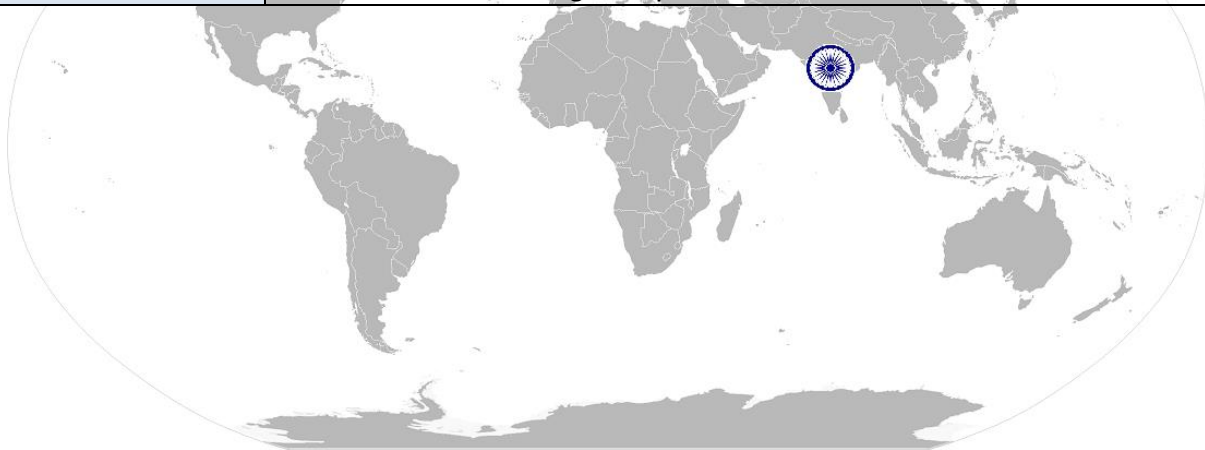
### Communicate with customer and colleagues

	<p>KB4. how to use computer or smart phone to communicate effectively and productively</p> <p>KB5. significance of helping colleagues with specific issues and problems</p> <p>KB6. importance of meeting quality and time standards as a team</p> <p>KB7. how to practice effective listening</p> <p>KB8. communicate effectively with customers</p> <p>KB9. effective use of voice tone and pitch for communication</p> <p>KB10. how to demonstrate ethics and convey discipline to the customers</p> <p>KB11. how to build effective working relationship with mutual trust and respect within the team</p> <p>KB12. importance of dealing with grievances effectively and in time</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 job sheets, company policy documents and information displayed at the workplace</p> <p>SA2. read notes/comments from the supervisor</p>
	<b>Writing Skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA3. fill up documentation pertaining to job requirement</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. interact with team members to work efficiently</p> <p>SA5. communicate effectively with superior to achieve smooth workflow</p> <p>SA6. communicate effectively with the customers to build a good rapport with them</p> <p>SA7. use language that the customer or colleague understands</p> <p>SA8. use the communications systems of the company, e.g., telephone, fax, public announcement systems</p> <p>SA9. E-mail and use Internet for communicating</p> <p>SA10. use of audio-visual aids to communicate complex issues</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. spot and communicate potential areas of disruptions to work process and report the same</p> <p>SB2. report to supervisor and deal with a colleague individually, depending on the type of concern</p>
	<b>Plan and Organize</b>
NA	

## THC/N9901

### Communicate with customer and colleagues

	<b>Customer Centricity</b>
	NA
	<b>Problem Solving</b>
	The user/ individual on the job needs to know and understand how to: SB3. coordinate with different departments and multi-task as necessary SB4. contribute to quality of team work and achieve smooth workflow SB5. share work load as required SB6. delegate work in consultation with superior or as necessary instead of allowing work to pile up
	<b>Analytical Thinking</b>
	NA
	<b>Critical Thinking</b>
	The user/ individual on the job needs to know and understand how to: SB7. improve work processes by interacting with others and adopting best practices SB8. resolve recurring inter-personal conflicts



**THC/N9901**

**Communicate with customer and colleagues**

## NOS Version Control

<b>NOS Code</b>	<b>THC/N9901</b>		
<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Tourism and Hospitality</b>	<b>Drafted on</b>	<b>17/03/15</b>
<b>Industry Sub-sector</b>	<ol style="list-style-type: none"> <li>1. Hotels</li> <li>2. Travel and Tours</li> <li>3. Restaurants</li> <li>4. Facility Management</li> <li>5. Cruise Liners</li> </ol>	<b>Last reviewed on</b>	<b>02/09/15</b>
<b>Occupation</b>	<b>Customer Service</b>	<b>Next review date</b>	<b>02/09/16</b>

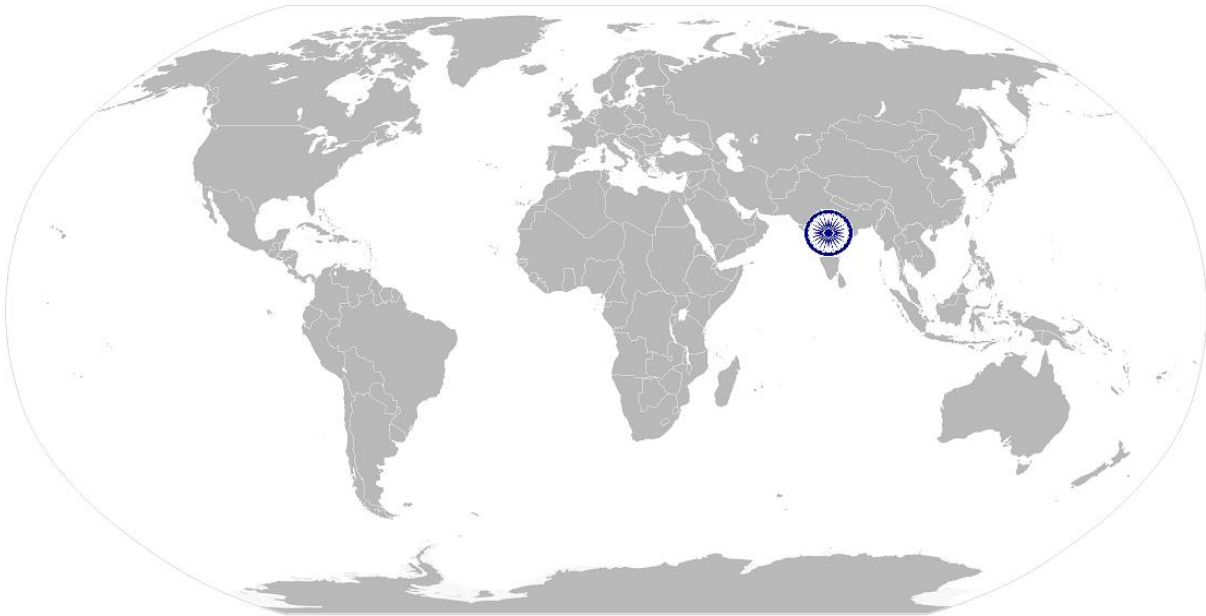


THC/N9902

Maintain customer-centric service orientation

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# National Occupational Standard



## Overview

This unit is about understanding customer requirements, understanding the market standards of service, assessing scheduled services and those that are unscheduled but can be offered, and conveying or executing it in a manner that results in customer satisfaction.



THC/N9902

**Maintain customer-centric service orientation**

National Occupational Standard

<b>Unit Code</b>	<b>THC/N9902</b>
<b>Unit Title (Task)</b>	<b>Maintain customer-centric service orientation</b>
<b>Description</b>	This OS unit is about engaging customers, fulfilling their needs and achieving customer satisfaction.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Engage with customers to understand their service quality requirements</li> <li>• Achieve customer satisfaction</li> <li>• Fulfil customer requirement</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Engaging with customers for assessing service quality requirements</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. keep in mind the profiles of expected customers</p> <p>PC2. understand the target customers and their needs as defined by the company</p> <p>PC3. organize regular customer events and feedback session frequently</p> <p>PC4. build a good rapport with the customers including the ones who complain</p> <p>PC5. have frequent discussions with regular customers on general likes and dislikes in the market, latest trends, customer expectations, etc.</p> <p>PC6. receive regular feedbacks from the clients on current service, complaints, and improvements to be made, etc.</p> <p>PC7. compulsively seek customer rating of service to help develop a set of regularly improved procedures</p> <p>PC8. ingrain customer oriented behaviour in service at all level</p> <p>PC9. aim to gain their long lasting loyalty and satisfaction</p> <p>PC10. engage with customers on without intruding on privacy</p>
<b>Achieving customer satisfaction</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC11. ensure clarity, honesty and transparency with the customers</p> <p>PC12. treat the customers fairly and with due respect</p> <p>PC13. focus on executing company's marketing strategies and product development</p> <p>PC14. focus on enhancing brand value of company through customer satisfaction</p>
<b>Fulfilling customer requirement</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC15. ensure that customer expectations are met</p> <p>PC16. learn to read customers' needs and wants</p> <p>PC17. willingly accept and implement new and innovative products and services that help improve customer satisfaction</p> <p>PC18. communicate feedback of customer to senior, especially, the negative feedback</p> <p>PC19. maintain close contact with the customers and focus groups</p> <p>PC20. offer promotions to improve product satisfaction level to the customers periodically</p> <p>PC21. weigh the cost of fulfilling unscheduled customer requests, consult with</p>



THC/N9902	<b>Maintain customer-centric service orientation</b>
	senior and advise the customer on alternatives
<b>Knowledge and Understanding (K)</b>	
<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. company's policies on customer centric orientation behaviour at workplace</li> <li>KA2. company's Human Resources policies</li> <li>KA3. company's reporting structure</li> <li>KA4. company's documentation policy</li> <li>KA5. company's customer profile</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. significance of treating the customers with respect and in a friendly and professional way</li> <li>KB2. importance of gaining customer satisfaction</li> <li>KB3. methods of engaging with the customers effectively and professionally</li> <li>KB4. ways to improve company's customer satisfaction rating</li> <li>KB5. company's and prevailing market standards of customer satisfaction</li> <li>KB6. standard operating procedure (SOP)</li> <li>KB7. the variety of common and unscheduled requests to expect</li> <li>KB8. significance of being transparent and courteous under all circumstances involving customer interaction without losing composure</li> </ul>
<b>Skills (S)</b>	
<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 job sheets, company policy documents and information displayed at the workplace</li> <li>SA2. read notes/comments from the supervisor</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. fill up documentation pertaining to one's role in customer satisfaction</li> </ul>
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/ individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA4. interact with team members to work efficiently</li> <li>SA5. communicate effectively with customers</li> <li>SA6. engage with customer to understand their expectations</li> <li>SA7. company standards and effectiveness improvements pattern</li> <li>SA8. resolve customer's concerns satisfactorily within timeframe stipulated by the company or as agreed with customer or colleague</li> <li>SA9. use the communications systems of the company, e.g., telephone, fax, public announcement systems</li> </ul>

THC/N9902

## Maintain customer-centric service orientation

	SA10. E-mail and use Internet for communicating SA11. use of audio-visual aids to communicate complex issues
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/ individual on the job needs to know and understand:
	SB1. how to spot and communicate potential areas of disruptions to work process and report the same so that customer service is smooth
	SB2. how to address the complaints and handle the dissatisfied the customers
	<b>Plan and Organize</b>
	NA
	<b>Customer Centricity</b>
	NA
	<b>Problem Solving</b>
	The user/ individual on the job needs to know and understand how to:
SB3. coordinate with different departments in order to service the customer better	
SB4. contribute to quality of team work and achieve smooth workflow	
SB5. share work load as required	
<b>Analytical Thinking</b>	
NA	
<b>Critical Thinking</b>	
The user/ individual on the job needs to know and understand how to:	
SB6. improve work processes by interacting with customers and adopting best practices	
SB7. resolve recurring inter-personal or system related conflicts with colleagues that hinder customer service	
SB8. act upon constructively on any problems as pointed by customers	
SB9. handle personality clashes effectively	

**THC/N9902**

**Maintain customer-centric service orientation**

**NOS Version Control**

<b>NOS Code</b>	<b>THC/N9902</b>		
<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Tourism and Hospitality</b>	<b>Drafted on</b>	<b>17/03/15</b>
<b>Industry Sub-sector</b>	<ol style="list-style-type: none"> <li>1. Hotels</li> <li>2. Travel and Tours</li> <li>3. Restaurants</li> <li>4. Facility Management</li> <li>5. Cruise Liners</li> </ol>	<b>Last reviewed on</b>	<b>02/09/15</b>
<b>Occupation</b>	<b>Customer Service</b>	<b>Next review date</b>	<b>02/09/16</b>

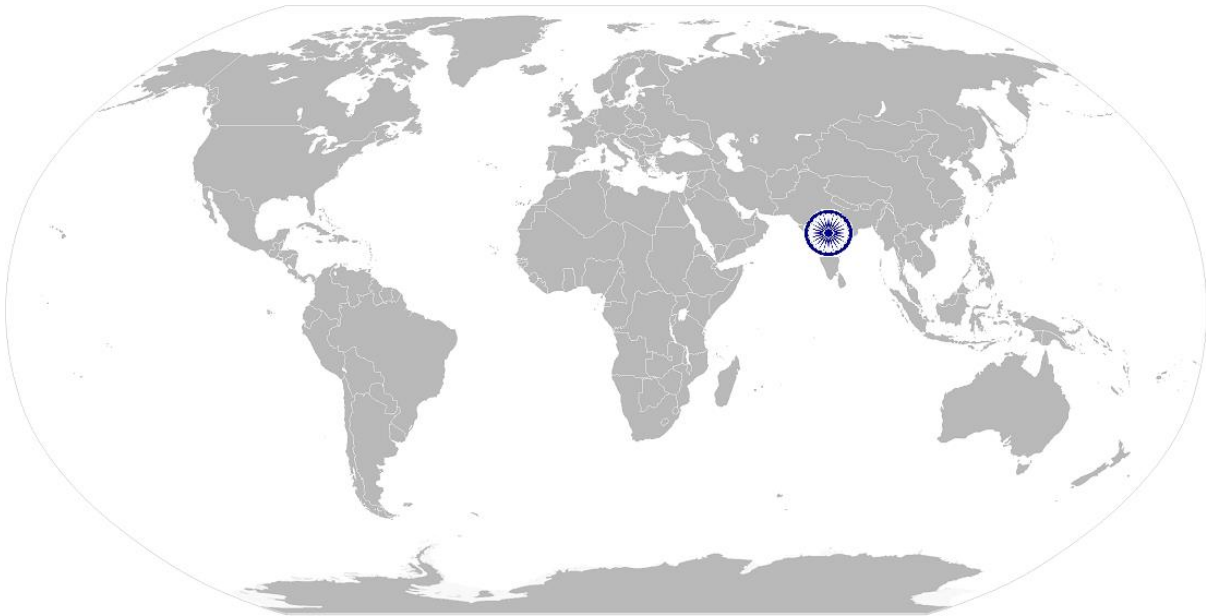


THC/N9903

Maintain standard of etiquette and hospitable conduct

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# National Occupational Standard



## Overview

This unit is about maintaining standard etiquette at workplace and achieving customer satisfaction

THC/N9903

Maintain standard of etiquette and hospitable conduct

National Occupational Standard

<b>Unit Code</b>	<b>THC/N9903</b>
<b>Unit Title (Task)</b>	<b>Maintain standard of etiquette and hospitable conduct</b>
<b>Description</b>	This OS unit is about maintaining standard etiquette at workplace and achieving customer satisfaction
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Follow behavioural, personal and telephone etiquettes</li> <li>• Treat customers with high degree of respect and professionalism</li> <li>• Achieve customer satisfaction</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Following behavioural, personal and telephone etiquettes</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. greet the customers with a handshake or appropriate gesture based on the type of customer on their arrival</p> <p>PC2. welcome the customers with a smile</p> <p>PC3. ensure to maintain eye contact</p> <p>PC4. address the customers in a respectable manner</p> <p>PC5. do not eat or chew while talking</p> <p>PC6. use their names as many times as possible during the conversation</p> <p>PC7. ensure not to be too loud while talking</p> <p>PC8. maintain fair and high standards of practice</p> <p>PC9. ensure to offer transparent prices</p> <p>PC10. maintain proper books of accounts for payment due and received</p> <p>PC11. answer the telephone quickly and respond back to mails faster</p> <p>PC12. ensure not to argue with the customer</p> <p>PC13. listen attentively and answer back politely</p> <p>PC14. maintain personal integrity and ethical behaviour</p> <p>PC15. dress professionally</p> <p>PC16. deliver positive attitude to work</p> <p>PC17. maintain well groomed personality</p> <p>PC18. achieve punctuality and body language</p> <p>PC19. maintain the social and telephonic etiquette</p> <p>PC20. provide small gifts as token of appreciation and thanks giving to the customer</p> <p>PC21. use appropriate tone, pitch and language to convey politeness, assertiveness, care and professionalism</p> <p>PC22. demonstrate responsible and disciplined behaviours at the workplace</p> <p>PC23. escalate grievances and problems to appropriate authority as per procedure to resolve them and avoid conflict</p>
<b>Treating customers with high degree of respect and professionalism</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC24. use appropriate titles and terms of respect to the customers</p> <p>PC25. use polite language</p> <p>PC26. maintain professionalism and procedures to handle customer grievances and</p>

**THC/N9903**

**Maintain standard of etiquette and hospitable conduct**

	complaints PC27. offer friendly, courteous and hospitable service and assistance to the customer upholding levels and responsibility PC28. provide assistance to the customers maintaining positive sincere attitude and etiquette PC29. provide special attention to the customer at all time
<b>Achieving customer satisfaction</b>	To be competent, the user/ individual must be able to: PC30. achieve 100% customer satisfaction on a scale of standard PC31. gain customer loyalty PC32. enhance brand value of company
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. company's policies on behavioural etiquette and professionalism KA2. company's Human Resources policies KA3. company's reporting structure KA4. company's documentation policy KA5. company's customer profile
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: KB1. significance of professional and polite etiquette and behaviour KB2. the need and reason for achieving customer satisfaction KB3. procedural behavioural patterns framed by the organisation KB4. methods for gaining customer satisfaction KB5. standard operating procedure and service quality standards KB6. measure of customer satisfaction KB7. significance of brand enhancement via word-of-mouth KB8. the hospitality and tourism environment KB9. company's growth strategy and productivity targets
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Reading Skills</b>
	The individual on the job needs to know and understand: SA1. how to read job sheets, company policy documents and information displayed at the workplace SA2. how to read notes and comments from the supervisor or customer
	<b>Writing Skills</b>
	The individual on the job needs to know and understand: SA3. how to fill up documentation pertaining to job requirement
	<b>Oral Communication (Listening and Speaking skills)</b>
	The individual on the job needs to know and understand: SA4. how to interact with team members to work efficiently

THC/N9903

**Maintain standard of etiquette and hospitable conduct**

	<p>SA5. how to communicate effectively with the customers by building a rapport with them and maintaining the etiquette</p> <p>SA6. how to avoid 'Self Reference Criterion' effect while interacting with guests</p>
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/ individual on the job needs to know and understand:
	SB1. how to spot and report potential areas of disruption to work process
	SB2. how to address the complaints and handle dissatisfied customers
	<b>Plan and Organize</b>
	NA
	<b>Customer Centricity</b>
	NA
	<b>Problem Solving</b>
	The user/ individual on the job needs to know and understand:
	SB3. how to coordinate with different departments to achieve smooth workflow
	SB4. contribution to quality of customer satisfaction via team work
SB5. how to share work load as required	
<b>Analytical Thinking</b>	
NA	
<b>Critical Thinking</b>	
The user/ individual on the job needs to know and understand:	
SB6. how to improve work processes by interacting with customers	
SB7. how to adopt suggested best practices	
SB8. how to resolve recurring inter-personal conflicts	
SB9. how to address or escalate recurring problems reported by customers	
SB10. measure performance against company's standards	
SB11. motivate self and colleagues to work effectively given the boundaries of organisational structure, infrastructure and personnel management	
SB12. use the authority, power and politics issues to serve customer effectively	

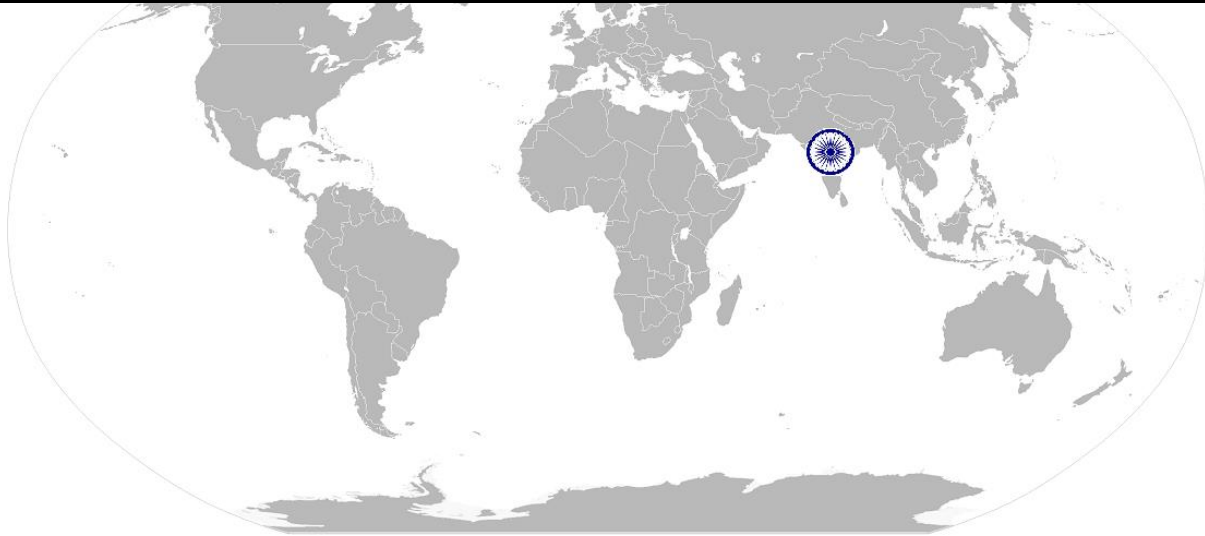


**THC/N9903**

**Maintain standard of etiquette and hospitable conduct**

**NOS Version Control**

<b>NOS Code</b>	<b>THC/N9903</b>		
<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Tourism and Hospitality</b>	<b>Drafted on</b>	<b>17/03/15</b>
<b>Industry Sub-sector</b>	<ol style="list-style-type: none"> <li>1. Hotels</li> <li>2. Travel and Tours</li> <li>3. Restaurants</li> <li>4. Facility Management</li> <li>5. Cruise Liners</li> </ol>	<b>Last reviewed on</b>	<b>02/09/15</b>
<b>Occupation</b>	<b>Customer Service</b>	<b>Next review date</b>	<b>02/09/16</b>

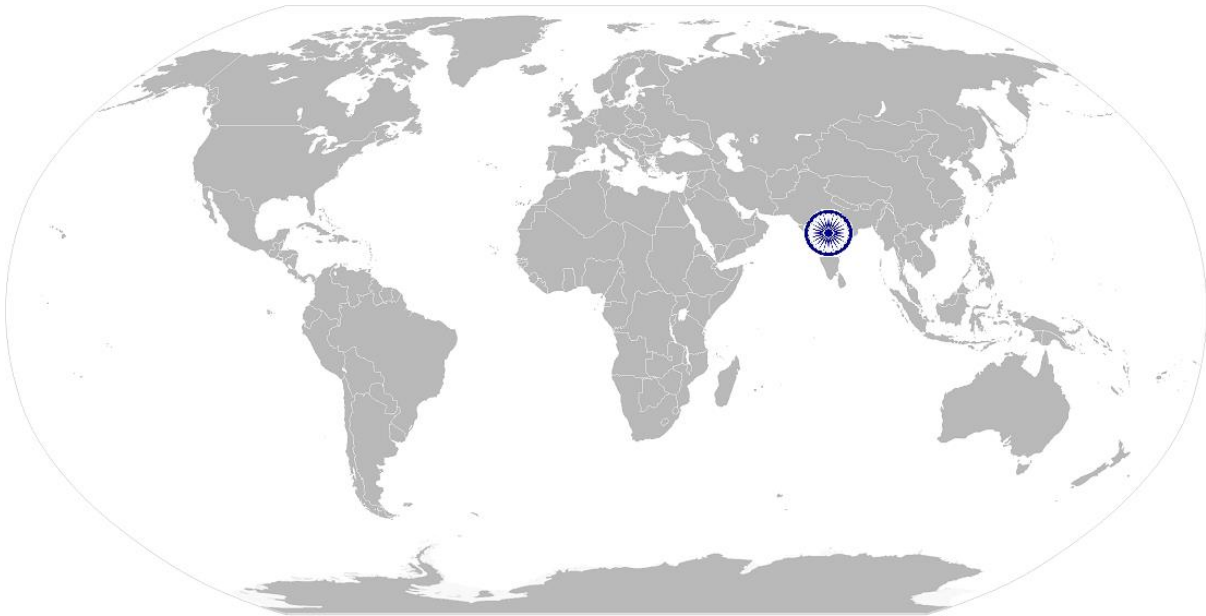


THC/N9904

Follow gender and age sensitive service practices

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# National Occupational Standard



## Overview

This unit is about following gender sensitivity for treating different genders and age groups of tourists or local customers such as women, men, children and senior citizens by offering them service as per their typical and collective requirements as well as treating women with respect and ensuring personal and material security and at all times.

THC/N9904

Follow gender and age sensitive service practices

National Occupational Standard

<b>Unit Code</b>	THC/N9904
<b>Unit Title (Task)</b>	Follow gender and age sensitive service practices
<b>Description</b>	This OS unit is about following gender and age sensitivity practices by treating the women, men, children and senior citizens equally and offering them service as per their unique and collective requirements as well as treating women with respect and ensuring personal and material security at all times
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Educate customer on specific facilities and services available for different categories of customers</li> <li>• Provide gender and age specific services as per their unique and collective requirements</li> <li>• Follow standard etiquette with women at workplace</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Educating customer on specific facilities and services available</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them</p> <p>PC2. inform about company's policies to prevent women from sexual harassments, both physical and verbal, and objectifications by other customers and staff</p> <p>PC3. list all the facilities available with respect to transportation facilities, night trips and safeguards, reporting abuse, maternity related and other grievance</p> <p>PC4. inform about methods adopted to ensure safety and personal and baggage security of women, e.g., CCTV cameras, security guards, women's helpline</p> <p>PC5. provide the necessary comfort to the female traveller customers such as secure and safe environment, chain locks/latches, smoke detector, comfortable accommodation, etc.</p> <p>PC6. maintain compliant behavioural etiquette while dealing with women customers such as asking permission before entering room and for cleaning, avoiding touch contact, using abusive language or gesture, etc.</p> <p>PC7. ensure that the customer feels safe at all times without being over threatened by the security procedures and related environment</p> <p>PC8. ensure that in the event of terrorist attacks customers are calmly handled, led to safer places and instructed properly in order to achieve zero casualties</p>
<b>Providing different age and gender specific customer service</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC9. ensure the quality of facilities and services offered cater to the needs of every individual, be it man, woman, child, particularly the very young and the aged</p> <p>PC10. be aware of the customer unique needs and wants of each category of customer, e.g., for an infant, for a young woman, for an old person, others</p> <p>PC11. coordinate with team to meet these unique needs, also keeping in mind their diverse cultural backgrounds</p>

**THC/N9904**

**Follow gender and age sensitive service practices**

	<p>PC12. provide entertainment programs and events suited for the children tourists</p> <p>PC13. educate parents and attendants of senior citizens on basic safeguards and procedures for them in case of emergencies</p> <p>PC14. arrange for transport and equipment as required by senior citizens</p> <p>PC15. ensure availability of medical facilities and doctor</p>
<b>Following standard etiquette with women at workplace</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC16. treat women equally across both the horizontal as well as vertical segregation of roles in the workplace</p> <p>PC17. ensure a fair and equal pay to the women as men, more of formal training, advancement opportunities, better benefits, etc.</p> <p>PC18. involve women in the decision making processes and management professions</p> <p>PC19. avoid specific discrimination and give women their due respect</p> <p>PC20. motivate the women in the work place towards utilizing their skills</p> <p>PC21. educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them</p> <p>PC22. establish policies to protect the women from sexual harassments, both physical and verbal, and objectifications by customers and colleagues</p> <p>PC23. frame women friendly work practices such as flexible working hours, maternity leave, transportation facilities, night shift concessions, women grievance cell.</p> <p>PC24. ensure the safety and security of women in the workplace, particularly when their nature of job is to deal with night shifts, attend guest rooms, back end work, etc.</p> <p>PC25. ensure safety and security of women at all levels</p>
<b>Knowledge and Understanding (K)</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. company's policies on gender sensitive service practices at workplace</p> <p>KA2. company's Human Resources policies</p> <p>KA3. company's reporting structure</p> <p>KA4. company's documentation policy</p> <p>KA5. company's customer profile</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. gender specific requirements of different types of customer</p> <p>KB2. specific requirements of different age-groups of customers</p> <p>KB3. safety measures and procedures available for female colleagues and customers</p> <p>KB4. how to educate female customers and colleagues on available facilities so that they feel safe and secure</p> <p>KB5. helpline numbers</p> <p>KB6. process of handling and reporting abuse</p> <p>KB7. how to be vigilant for breach of safety at smallest level</p>

**THC/N9904**

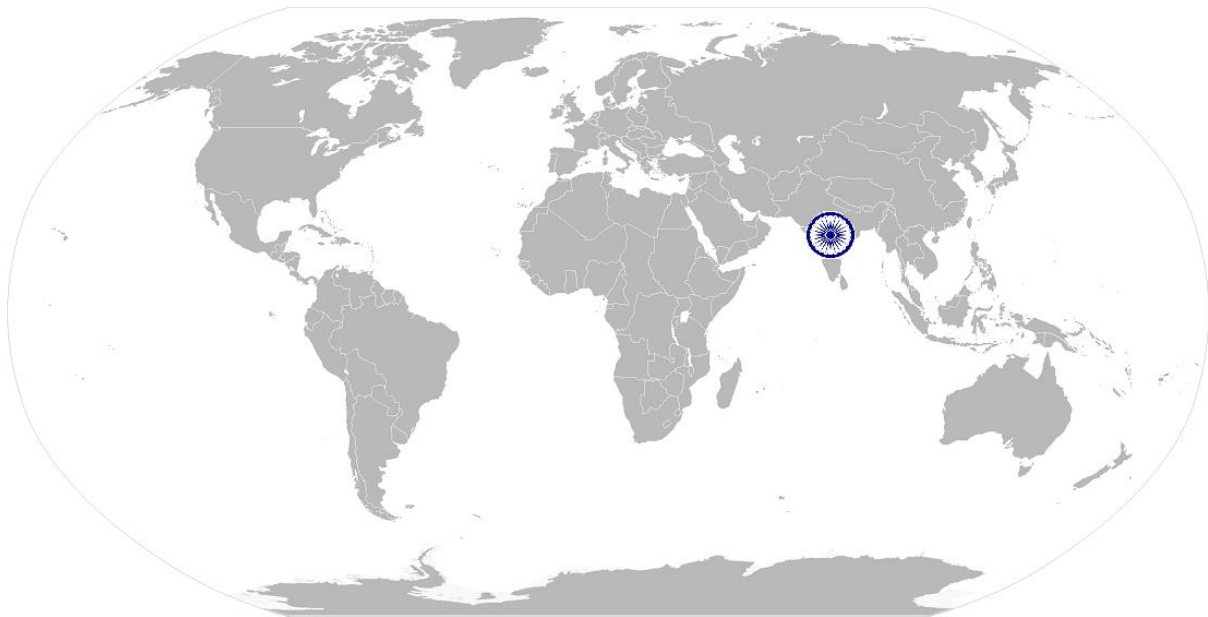
**Follow gender and age sensitive service practices**

	KB8. how to maintain customers' and colleagues' safety without making the environment threatening KB9. different types of potential security threats to domestic and international tourists KB10. standard procedures to be followed in the event of terrorist attack
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Reading Skills</b>
	The user/ individual on the job needs to know and understand how to: SA1. read job sheets, company policy documents and information displayed at the workplace SA2. read notes/comments from the supervisor
	<b>Writing Skills</b>
	The user/ individual on the job needs to know and understand how to: SA3. fill up documentation pertaining to safety maintenance requirements
	<b>Oral Communication (Listening and Speaking skills)</b>
The user/ individual on the job needs to know and understand how to: SA4. communicate effectively with the customers building a good servicing rapport with them while maintaining the etiquette SA5. communicate with the women at workplace and the customers with respect	
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/ individual on the job needs to know and understand how to: SB1. decide on the methods to protect and safeguard the security of women in the workplace and the clientele SB2. address the complaints and handle dissatisfied customers
	<b>Plan and Organize</b>
	NA
	<b>Customer Centricity</b>
	NA
	<b>Problem Solving</b>
	The user/ individual on the job needs to know and understand how to: SB3. coordinate with different departments and work as team SB4. contribute to quality of team work and achieve smooth workflow SB5. share work load as required
	<b>Analytical Thinking</b>
	NA
<b>Critical Thinking</b>	
The user/ individual on the job needs to know and understand how to: SB6. improve work processes by interacting with customers and adopting best	

**THC/N9904**

**Follow gender and age sensitive service practices**

	<p>practices</p> <p>SB7. resolve recurring problems based on the complaints received from women customers and at the workplace</p> <p>SB8. different acceptable standards of behaviour in different cultures and societies to which customers belong</p> <p>SB9. help create enjoyable guest experience by accepting their social behaviour standards even if they may be different from own standards</p> <p>SB10. how to avoid negative behaviours accepted by peer groups that may affect work environment</p>
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**THC/N9904**

**Follow gender and age sensitive service practices**

**NOS Version Control**

<b>NOS Code</b>	<b>THC/N9904</b>		
<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Tourism and Hospitality</b>	<b>Drafted on</b>	<b>17/03/15</b>
<b>Industry Sub-sector</b>	<ol style="list-style-type: none"> <li>1. Hotels</li> <li>2. Travel and Tours</li> <li>3. Restaurants</li> <li>4. Facility Management</li> <li>5. Cruise Liners</li> </ol>	<b>Last reviewed on</b>	<b>02/09/15</b>
<b>Occupation</b>	<b>Customer Service</b>	<b>Next review date</b>	<b>02/09/16</b>



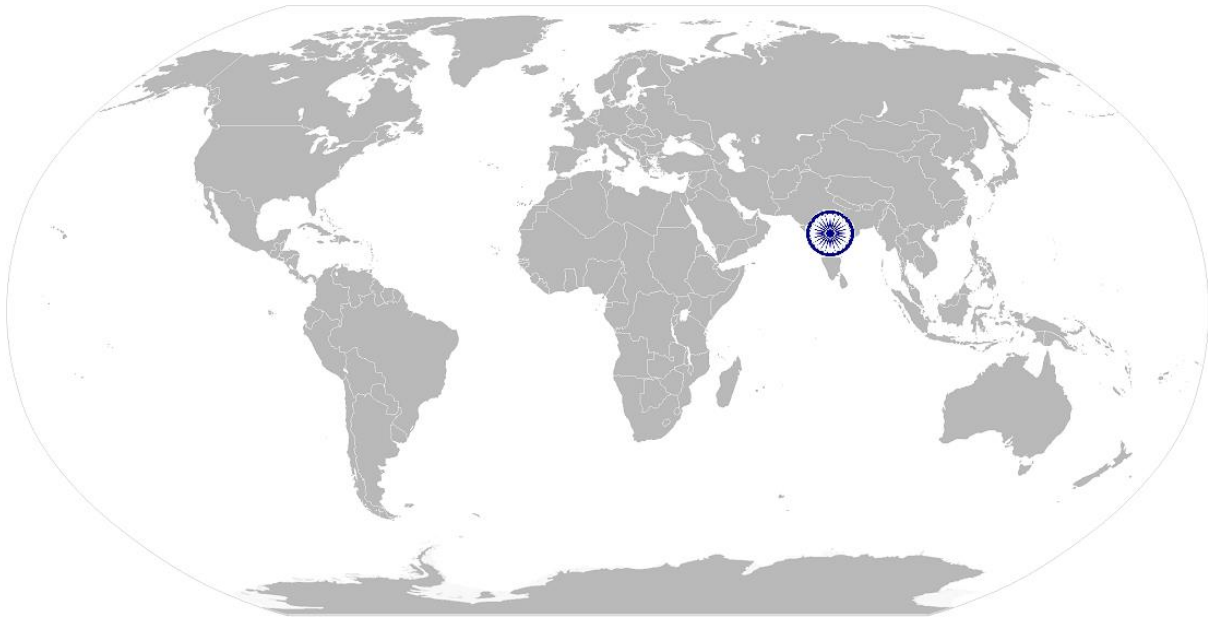


THC/N9906

Maintain health and hygiene

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# National Occupational Standard



## Overview

This unit is about maintaining hygiene and health at tourist spots, hospitality units, roadside eateries and retail shops, restaurants, office units, conventions and events, cruise liners, commercial spaces and recreation centers.

## THC/N9906

## Maintain health and hygiene

<b>Unit Code</b>	THC/N9906
<b>Unit Title (Task)</b>	Maintain health and hygiene
<b>Description</b>	This OS unit is about maintaining hygiene and community health at tourist spots, hospitality units, roadside eateries and retail shops, restaurants, office units, conventions and events, cruise liners, commercial spaces and recreation centres
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Ensure cleanliness around workplace in hospitality and tourist areas</li> <li>• Follow personal hygiene practices</li> <li>• Take precautionary health measures</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Ensuring cleanliness around workplace</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. keep the workplace regularly clean and cleared-off of food waste or other litter</p> <p>PC2. ensure that waste is disposed-off as per prescribed standards or in trash cans earmarked for waste disposal</p> <p>PC3. ensure that the trash cans or waste collection points are cleared everyday</p> <p>PC4. arrange for regular pest control activities at the workplace</p> <p>PC5. to maintain records for cleanliness and maintenance schedule</p> <p>PC6. ensure the workplace is well ventilated with fresh air supply</p> <p>PC7. check the air conditioner and other mechanical systems on a regular basis and maintain them well</p> <p>PC8. ensure the workplace is provided with sufficient lighting</p> <p>PC9. ensure clean work environment where food is stored, prepared, displayed and served</p> <p>PC10. ensure safe and clean handling and disposal of linen and laundry, storage area, accommodation, public areas, storage areas, garbage areas, etc.</p> <p>PC11. identify and report poor organizational practices with respect to hygiene, food handling, cleaning</p> <p>PC12. ensure adequate supply of cleaning consumables such as equipment, materials, chemicals, liquids</p> <p>PC13. ensure to clean the store areas with appropriate materials and procedures</p> <p>PC14. identify the different types of wastes, e.g., liquid, solid, food, non-food, and the ways of handling them for disposal</p>
<b>Following personal hygiene practices</b>	<p>To be competent, the user/ individual must be able to:</p> <p>PC15. wash hands on a regular basis, particularly on touching any dirty surfaces, before and after handling food, after using the toilet, etc.</p> <p>PC16. ensure to wash hands using suggested material such as soap, one use disposable tissue, warm water, etc.</p>

## THC/N9906

## Maintain health and hygiene

	<p>PC17. wash the cups, glasses or other cutlery clean before and after using them</p> <p>PC18. ensure to maintain personal hygiene of daily bath, clean clothing and uniform, footwear, head gear, cutting nails, healthy diet, using deodorant, etc.</p> <p>PC19. ensure to maintain dental hygiene in terms of brushing teeth every day, using mouthwash regularly, using mouth freshener after eating, avoiding smoke at workplace, etc.</p> <p>PC20. ensure no cross contaminations of items such as linen, towels, utensils, etc. occurs in the workplace</p>
<p><b>Taking precautionary health measures</b></p>	<p>To be competent, the user/ individual must be able to:</p> <p>PC21. report on personal health issues related to injury, food, air and infectious diseases</p> <p>PC22. ensure not to go for work if unwell, to avoid the risk of being spread to other people</p> <p>PC23. use a tissue, cover the mouth and turn away from people while sneezing or coughing</p> <p>PC24. wash hands on using these tissues after coughing and sneezing and after using the wastes</p> <p>PC25. ensure to use single use tissue and dispose these tissues immediately</p> <p>PC26. coordinate for the provision of adequate clean drinking water</p> <p>PC27. ensure to get appropriate vaccines regularly</p> <p>PC28. avoid serving adulterated or contaminated food</p> <p>PC29. undergo preventive health check-ups at regular intervals</p> <p>PC30. take prompt treatment from the doctor in case of illness</p> <p>PC31. have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community</p>
<p><b>Knowledge and Understanding (K)</b></p>	
<p><b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. company's policies on health and hygiene at workplace</p> <p>KA2. company's Human Resources policies</p> <p>KA3. company's reporting structure</p> <p>KA4. company's documentation policy</p> <p>KA5. company's customer profile</p>
<p><b>B. Technical Knowledge</b></p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. food safety and hygiene standards as stipulated by FSSAI, HACCP and ISO 22000</p> <p>KB2. health risks to the worker or customer</p> <p>KB3. healthy work practices</p> <p>KB4. equipment and hand swab tests</p> <p>KB5. internal hygiene-audit tests</p> <p>KB6. personal protective equipment to be worn and care</p> <p>KB7. purpose and usage of protective gears such as gloves , protective goggles, masks, etc. while working</p>

## THC/N9906

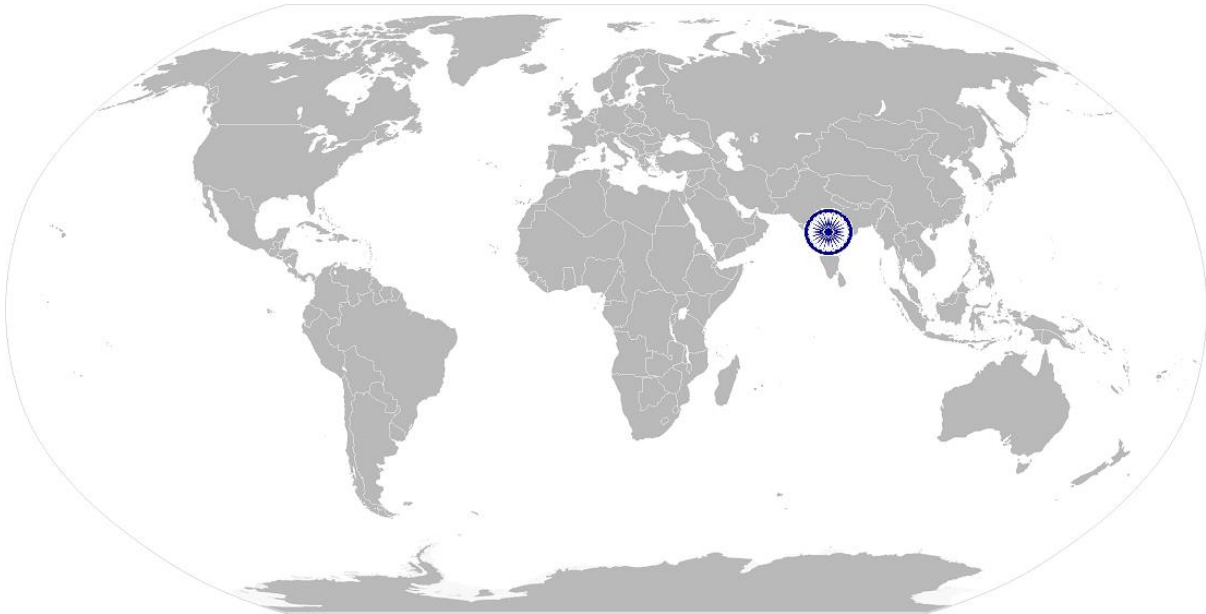
## Maintain health and hygiene

	<p>KB8. acceptable ventilation standards</p> <p>KB9. technical layout standards and placements of equipment</p> <p>KB10. safe disposal methods for waste</p> <p>KB11. compliance norms for established health and hygiene procedures at workplace</p> <p>KB12. safe handling of chemicals</p> <p>KB13. standard material handling procedure</p> <p>KB14. standard operating procedure (SOP) for maintaining cleanliness and checklists</p> <p>KB15. precautionary rules to follow for maintaining health and hygiene</p> <p>KB16. municipal or community rules for handling and disposing-off waste</p>
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Reading Skills</b>
	The user/ individual on the job needs to know and understand how to:
	SA1. read and interpret relevant organisational policies, procedures and diagrams that identify good health and hygiene practices
	SA2. understand internationally or nationally accepted signage related to hygiene and health
	SA3. read job sheets, company policy documents and information displayed at the workplace
	SA4. read notes or comments from the supervisor or customer
SA5. fill up any documentation required to maintain health and hygiene	
<b>Writing Skills</b>	
The user/ individual on the job needs to know and understand how to:	
SA6. fill up any documentation required to maintain health and hygiene	
<b>Oral Communication (Listening and Speaking skills)</b>	
The user/ individual on the job needs to know and understand how to:	
SA7. receive instructions from doctor and supervisor on medical care	
SA8. verbally report hygiene hazards and poor organisational practice	
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/ individual on the job needs to know and understand:
	SB1. how to select appropriate hand tools and personal protection equipment
	SB2. how to select the cleaning procedures and effective hygiene practices as required
	<b>Plan and Organize</b>
	NA
	<b>Customer Centricity</b>
	NA
<b>Problem Solving</b>	
NA	
<b>Analytical Thinking</b>	
NA	

**THC/N9906**

## Maintain health and hygiene

	<b>Critical Thinking</b>
	<p>The user/ individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> <li>SB3. how to use the acids, detergents, lubricants, etc., for cleaning</li> <li>SB4. how to use waste disposal equipment at workplace such as large bins, waste disposal stations, and others</li> </ul>

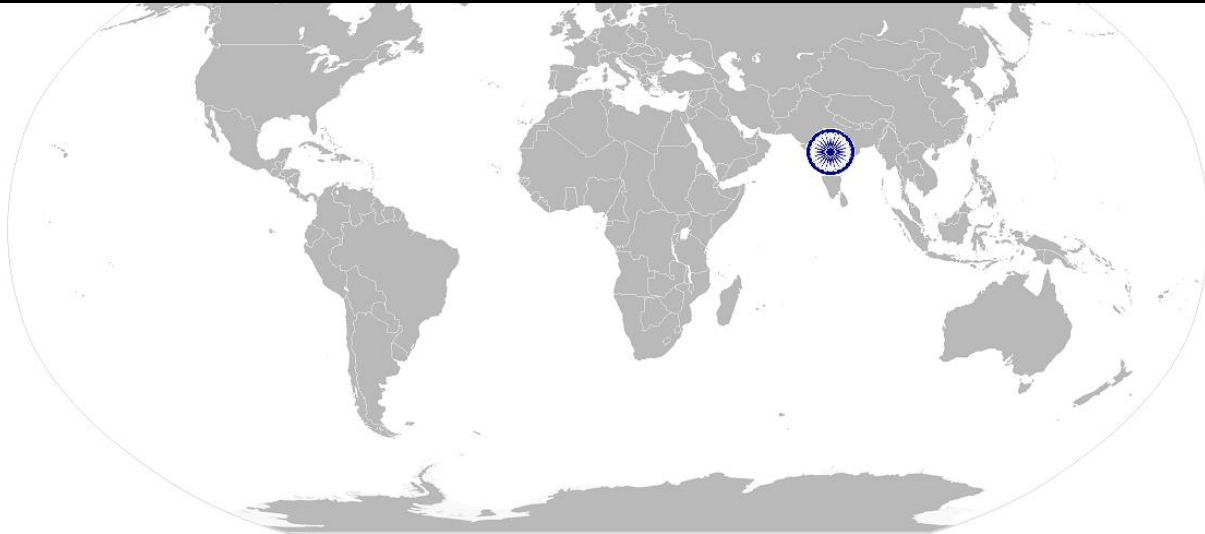


**THC/N9906**

**Maintain health and hygiene**

## NOS Version Control

<b>NOS Code</b>	<b>THC/N9906</b>		
<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Tourism and Hospitality</b>	<b>Drafted on</b>	<b>17/03/15</b>
<b>Industry Sub-sector</b>	<ol style="list-style-type: none"> <li>1. Hotels</li> <li>2. Travel and Tours</li> <li>3. Restaurants</li> <li>4. Facility Management</li> <li>5. Cruise Liners</li> </ol>	<b>Last reviewed on</b>	<b>02/09/15</b>
<b>Occupation</b>	<b>Customer Service</b>	<b>Next review date</b>	<b>02/09/16</b>

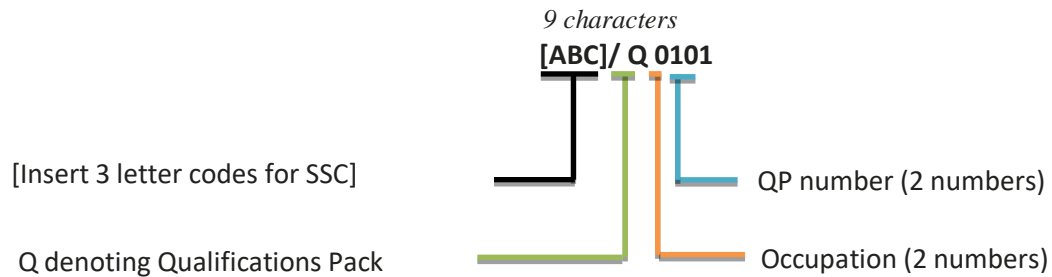


## Qualifications Pack For Counter Service Executive

### Annexure

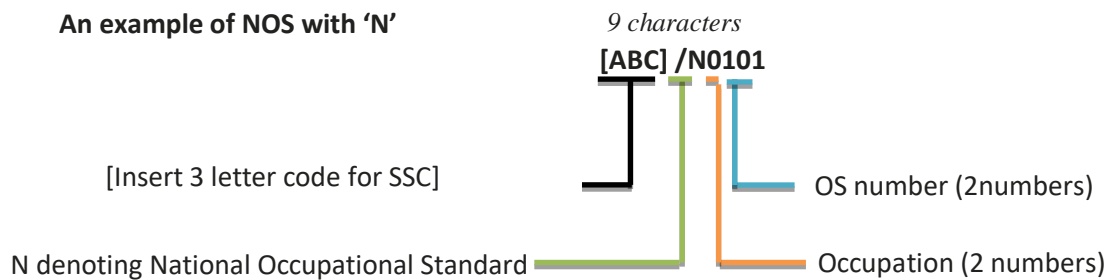
#### Nomenclature for QP and NOS

##### Qualifications Pack



##### Occupational Standard

##### An example of NOS with 'N'





## Qualifications Pack For Counter Service Executive

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

Sub-sector	Range of Occupation numbers
Hotels	01 - 25
Restaurants	26 - 40
Tour and Travels	41 - 55
Facility Management	56 - 70
Cruise	71 - 85
Unused	86 -95
Generic occupation	96 - 99

Sequence	Description	Example
Three letters	Industry name	THC
Slash	/	/
Next letter	Whether <b>QP</b> or <b>NOS</b>	Q / N
Next two numbers	Occupation code	01
Next two numbers	OS number	01

## Qualifications Pack For Counter Service Executive

### ASSESSMENT CRITERIA

<b>Job Role : Customer Service Executive</b> <b>Qualification Pack : THC/Q2903</b> <b>Sector Skill Council : Tourism and Hospitality</b>
<ol style="list-style-type: none"> <li>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 each PC.</li> <li>Each NOS will assessed both for theoretical knowledge and practical which is being proportionately demonstrated in the table below.</li> <li>The assessment for the theory part will be based on knowledge bank of questions created by the SSC.</li> <li>To pass the Qualification Pack, every trainee should score a minimum aggregate of 60%</li> </ol>

	Performance Criteria	Total Marks (400)	Out of	Theory	Skills Practical
<b>THC/N2907</b> <b>Receive customers and take orders</b>	PC1. ensure the availability at the counter all the time	50	0.5	0.0	0.5
	PC2. receive and greet the customer promptly and appropriately in a professional manner as per organization's procedures		6.0	1.0	5.0
	PC3. apologize where delay in greeting and acknowledging customer is unavoidable		5.5	2.5	3.0
	PC4. speak with customers in pleasant and polite voice		5.5	2.5	3.0
	PC5. present menu to the customer		2.0	0.5	1.5
	PC6. establish customer's food and beverage requirements quickly		2.0	1.0	1.0
	PC7. answer questions of the customer related to food and beverage purchase		2.0	1.0	1.0
	PC8. inform customers about any sale offers available at that point of time		6.0	1.0	5.0
	PC9. give advice about food content and menu choices		6.0	1.0	5.0
	PC10. assist customers by providing them ordering suggestions		3.5	0.5	3.0
	PC11. take food and beverage orders from the customer		3.5	0.5	3.0
	PC12. ask specifically about the requirements related to quantity and brand for their chosen food and beverages		2.0	0.5	1.5
	PC13. confirm the final order as per company's SOP		2.0	0.5	1.5
	PC14. give customer a order delivery time estimate		3.5	0.5	3.0
	<b>POINTS</b>		50	13.0	37.0
	<b>TOTAL POINTS</b>				<b>50</b>

*Qualifications Pack For Counter Service Executive*

	Performance Criteria	Total Marks (400)	Out of	Theory	Skills Practical
<b>THC/N2908</b> <b>Process customer order</b>	PC1. enter customer's order into the computerized system wherever it is available	50	4.0	0.5	3.5
	PC2. generate the Kitchen Order Ticket [KOT ] from the computerized system for each order received		4.0	0.5	3.5
	PC3. submit Kitchen Order Ticket [KOT ] to kitchen		2.0	0.5	1.5
	PC4. inform kitchen about the customer's order by generating manual Kitchen Order Ticket [KOT ] as per company's SOP wherever computerized system is not available		4.0	0.5	3.5
	PC5. pass on specific instructions to kitchen staff to customize the order as per customer's requirement		5.0	0.5	4.5
	PC6. serve ready-to-eat and consume food and drinks to the customer as per order		4.0	0.5	3.5
	PC7. operate vending machines such as coffee-makers, cold drink dispensers and serve customer as per the order		5.0	0.5	4.5
	PC8. refill vending machines at self-serving food centers		4.0	0.5	3.5
	PC9. put pre-cooked food items into oven / microwave and serve customer hot		5.0	0.5	4.5
	PC10. place the half cooked food / frozen items into the oven for doing the 'live baking' and serve customer fully baked product as per organizational SOP		5.0	0.5	4.5
	PC11. collect the prepared food from kitchen, garnish it and serve the customer as per organizational SOP		5.0	0.5	4.5
	PC12. package the food on customer's request as per organizational SOP		3.0	0.5	2.5
	<b>POINTS</b>		50	6.0	44.0
	<b>TOTAL POINTS</b>				<b>50</b>

	Performance Criteria	Total Marks (400)	Out of	Theory	Skills Practical
<b>THC/N2909</b> <b>Manage administrative work</b>	PC1. generate electronic or manual bill for each order and give it to customer as per organizational SOP	50	2.5	0.5	2.0
	PC2. take cash, credit/debit card payments or food coupons and give out change and receipts		4.0	0.5	3.5
	PC3. maintain the electronic or cash ledger record of each transaction as per organizational SOP		4.0	0.5	3.5

### Qualifications Pack For Counter Service Executive

PC4.	match total sales and cash received at the end of the day	2.5	0.5	2.0
PC5.	submit the cash to the cashier / authorized person at the end of the day	2.5	0.5	2.0
PC6.	collect information about the supplies; materials and provisions requirement from the kitchen staff	2.5	0.5	2.0
PC7.	ensure sufficient inventory of supplies; materials and provisions in the kitchen all the time	3.0	0.5	2.5
PC8.	order and organize supplies; materials; provisions and equipment in timely manner as per organizational SOP	3.0	0.5	2.5
PC9.	ensure uninterrupted service delivery to customers	3.0	0.5	2.5
PC10.	ensure that all the electrical, plumbing and civil infrastructure of the eatery place is in good condition	2.5	0.5	2.0
PC11.	ensure the cleanliness, hygiene and ambiance of the eatery place	2.5	0.5	2.0
PC12.	ensure the security of the eatery place	2.5	0.5	2.0
PC13.	ensure proper display of food and beverage items at the counter	2.5	0.5	2.0
PC14.	handle point of sale promotional materials as per organizational SOP	2.5	0.5	2.0
PC15.	increase the customer footfall and sale in the eatery to achieve the target sales	2.5	0.5	2.0
PC16.	maintain all the records of day-to-day business as per organizational SOP	2.5	0.5	2.0
PC17.	generate reports in the given format as per organizational SOP for apprising the management about customer footfall, sale conversions, trends in customer's liking etc.	3.0	0.5	2.5
PC18.	inform top management about customer enquiries, comments and complaints	2.5	0.5	2.0
	<b>POINTS</b>	50	9	41
	<b>TOTAL POINTS</b>			<b>50</b>

	Performance Criteria	Total Marks (400)	Out of	Theory	Skills Practical
<b>THC/N9901 Communicate with customer and colleagues</b>	PC1. receive job order and instructions from reporting superior	50	1.0	0.5	0.5
	PC2. understand the work output requirements, targets, performance indicators and incentives		0.5	0.5	0.0
	PC3. deliver quality work on time and report any anticipated reasons for delays		0.5	0.5	0.0
	PC4. escalate unresolved problems or complaints to the relevant senior		1.0	0.5	0.5
	PC5. communicate maintenance and repair		0.5	0.5	0.0

*Qualifications Pack For Counter Service Executive*

Performance Criteria	Total Marks (400)	Out of	Theory	Skills Practical
schedule proactively to the superior				
PC6. receive feedback on work standards		1.0	0.5	0.5
PC7. document the completed work schedule and handover to the superior		1.0	0.5	0.5
PC8. exhibit trust, support and respect to all the colleagues in the workplace		1.5	0.5	1.0
PC9. aim to achieve smooth workflow		1.5	0.5	1.0
PC10. help and assist colleagues with information and knowledge		1.0	0.5	0.5
PC11. seek assistance from the colleagues when required		1.0	0.5	0.5
PC12. identify the potential and existing conflicts with the colleagues and resolve		1.5	0.5	1.0
PC13. pass on essential information to other colleagues on timely basis		1.5	0.5	1.0
PC14. maintain the etiquette, use polite language, demonstrate responsible and disciplined behaviours to the colleagues		1.5	0.5	1.0
PC15. interact with colleagues from different functions clearly and effectively on all aspects to carry out the work among the team and understand the nature of their work		1.5	0.5	1.0
PC16. put team over individual goals and multi task or share work where necessary supporting the colleagues		1.5	0.5	1.0
PC17. highlight any errors of colleagues, help to rectify and ensure quality output		1.5	0.5	1.0
PC18. work with cooperation, coordination, communication and collaboration, with shared goals and supporting each other's performance		1.0	0.5	0.5
PC19. ask more questions to the customers and identify their needs		1.0	0.5	0.5
PC20. possess strong knowledge on the product, services and market		0.5	0.5	0.0
PC21. brief the customers clearly		0.5	0.5	0.0
PC22. communicate with the customers in a polite, professional and friendly manner		1.5	0.5	1.0
PC23. build effective but impersonal relationship with the customers		1.5	0.5	1.0
PC24. ensure the appropriate language and tone are used to the customers		1.5	0.5	1.0
PC25. listen actively in a two way communication		1.5	0.5	1.0
PC26. be sensitive to the gender, cultural and social differences such as modes of greeting, formality, etc.		1.5	0.5	1.0
PC27. understand the customer expectations		1.5	0.5	1.0

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	<b>Performance Criteria</b>	<b>Total Marks (400)</b>	<b>Out of</b>	<b>Theory</b>	<b>Skills Practical</b>
	correctly and provide the appropriate products and services				
	PC28. understand the customer dissatisfaction and address to their complaints effectively		2.0	0.5	1.5
	PC29. maintain a positive, sensible and cooperative manner all time		1.5	0.5	1.0
	PC30. ensure to maintain a proper body language, dress code, gestures and etiquettes towards the customers		2.0	0.5	1.5
	PC31. avoid interrupting the customers while they talk		1.0	0.5	0.5
	PC32. ensure to avoid negative questions and statements to the customers		1.0	0.5	0.5
	PC33. inform the customers on any issues or problems before hand and also on the developments involving them		2.0	0.5	1.5
	PC34. ensure to respond back to the customer immediately for their voice messages, e-mails, etc.		2.0	0.5	1.5
	PC35. develop good rapport with the customers and promote suitable products and services		2.0	0.5	1.5
	PC36. seek feedback from the customers on their understanding to what was discussed		2.0	0.5	1.5
	PC37. explain the terms and conditions clearly		3.0	0.5	2.5
	<b>POINTS</b>		50	18.5	31.5
	<b>TOTAL POINTS</b>				<b>50</b>

	<b>Performance Criteria</b>	<b>Total Marks (400)</b>	<b>Out of</b>	<b>Theory</b>	<b>Skills Practical</b>
<b>THC/N9902 Maintain customer-centric service orientation</b>	PC1. keep in mind the profiles of expected customers	50	2.5	0.5	2.0
	PC2. understand the target customers and their needs as defined by the company		1.5	0.5	1.0
	PC3. organize regular customer events and feedback session frequently		2.5	0.5	2.0
	PC4. build a good rapport with the customers including the ones who complain		2.5	0.5	2.0
	PC5. have frequent discussions with regular customers on general likes and dislikes in the market, latest trends, customer expectations, etc.		2.5	0.5	2.0
	PC6. receive regular feedbacks from the clients on current service, complaints, and improvements to be made, etc.		2.5	0.5	2.0
	PC7. compulsively seek customer rating of service to help develop a set of regularly improved procedures		2.5	0.5	2.0
	PC8. ingrain customer oriented behaviour in service at all level		2.5	0.5	2.0

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	Performance Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	PC9. aim to gain their long lasting loyalty and satisfaction		2.5	0.5	2.0
	PC10. engage with customers without intruding on privacy		2.0	0.0	2.0
	PC11. ensure clarity, honesty and transparency with the customers		2.5	0.5	2.0
	PC12. treat the customers fairly and with due respect		2.5	0.5	2.0
	PC13. focus on executing company's marketing strategies and product development		2.5	0.5	2.0
	PC14. focus on enhancing brand value of company through customer satisfaction		2.5	0.5	2.0
	PC15. ensure that customer expectations are met		2.5	0.5	2.0
	PC16. learn to read customers' needs and wants		2.5	0.5	2.0
	PC17. willingly accept and Implement new and innovative products and services that help improve customer satisfaction		2.5	0.5	2.0
	PC18. communicate feedback of customer to senior, especially, the negative feedback		2.5	0.5	2.0
	PC19. maintain close contact with the customers and focus groups		2.0	0.5	1.5
	PC20. offer promotions to improve product satisfaction level to the customers periodically		2.0	0.5	1.5
	PC21. weigh the cost of fulfilling unscheduled customer requests, consult with senior and advise the customer on alternatives		2.5	0.5	2.0
	<b>POINTS</b>		50	10	40
	<b>TOTAL POINTS</b>				<b>50</b>

	Performance Criteria	Total Marks (400)	Out of	Theory	Skills Practical
<b>THC/N9903 Maintain standard of etiquette and hospitable conduct</b>	PC1. greet the customers with a handshake or appropriate gesture based on the type of customer on their arrival	50	0.5	0.0	0.5
	PC2. welcome the customers with a smile		0.5	0.0	0.5
	PC3. ensure to maintain eye contact		0.5	0.0	0.5
	PC4. address the customers in a respectable manner		1.0	0.5	0.5
	PC5. do not eat or chew while talking		0.5	0.0	0.5
	PC6. use their names as many times as possible during the conversation		0.5	0.0	0.5
	PC7. ensure not to be too loud while talking		0.5	0.0	0.5
	PC8. maintain fair and high standards of practice		2.5	1.0	1.5
	PC9. ensure to offer transparent prices		2.0	0.5	1.5
	PC10. maintain proper books of accounts for payment due and received		2.0	0.5	1.5



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	<b>Performance Criteria</b>	<b>Total Marks (400)</b>	<b>Out of</b>	<b>Theory</b>	<b>Skills Practical</b>
	PC11. answer the telephone quickly and respond back to mails faster		2.0	0.5	1.5
	PC12. ensure not to argue with the customer		2.0	0.5	1.5
	PC13. listen attentively and answer back politely		2.0	0.5	1.5
	PC14. maintain personal integrity and ethical behaviour		2.5	1.0	1.5
	PC15. dress professionally		2.0	0.5	1.5
	PC16. deliver positive attitude to work		2.0	0.5	1.5
	PC17. maintain well groomed personality		2.0	0.5	1.5
	PC18. achieve punctuality and body language		2.0	0.5	1.5
	PC19. maintain the social and telephonic etiquette		2.0	0.5	1.5
	PC20. provide small gifts as token of appreciation and thanks giving to the customer		2.0	0.5	1.5
	PC21. use appropriate tone, pitch and language to convey politeness, assertiveness, care and professionalism		2.0	0.5	1.5
	PC22. demonstrate responsible and disciplined behaviours at the workplace		2.0	0.5	1.5
	PC23. escalate grievances and problems to appropriate authority as per procedure to resolve them and avoid conflict		2.0	0.5	1.5
	PC24. use appropriate titles and terms of respect to the customers		2.0	0.5	1.5
	PC25. use polite language		1.0	0.5	0.5
	PC26. maintain professionalism and procedures to handle customer grievances and complaints		1.5	0.5	1.0
	PC27. offer friendly, courteous and hospitable service and assistance to the customer upholding levels and responsibility		1.0	0.5	0.5
	PC28. provide assistance to the customers maintaining positive sincere attitude and etiquette		1.0	0.5	0.5
	PC29. provide special attention to the customer at all time		1.5	0.5	1.0
	PC30. achieve 100% customer satisfaction on a scale of standard		1.5	0.5	1.0
	PC31. gain customer loyalty		1.5	0.5	1.0
	PC32. enhance brand value of company		2.0	0.5	1.5
	<b>POINTS</b>		50	14	36
	<b>TOTAL POINTS</b>				<b>50</b>

	<b>Performance Criteria</b>	<b>Total Marks (400)</b>	<b>Out of</b>	<b>Theory</b>	<b>Skills Practical</b>
<b>THC/N9904 Follow gender and</b>	PC1. educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them	50	1.5	1.5	0.0

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	<b>Performance Criteria</b>	<b>Total Marks (400)</b>	<b>Out of</b>	<b>Theory</b>	<b>Skills Practical</b>
<b>age sensitive service practices</b>	PC2. inform about company's policies to prevent women from sexual harassments, both physical and verbal, and objectifications by other customers and staff		1.5	1.5	0.0
	PC3. list all the facilities available with respect to transportation facilities, night trips and safeguards, reporting abuse, maternity related and other grievance		1.0	1.0	0.0
	PC4. inform about methods adopted to ensure safety and personal and baggage security of women, e.g., CCTV cameras, security guards, women's helpline		2.0	0.5	1.5
	PC5. provide the necessary comfort to the female traveller customers such as secure and safe environment, chain locks/latches, smoke detector, comfortable accommodation, etc.		2.0	0.5	1.5
	PC6. Maintain compliant etiquette while dealing with women customers such as asking permission before entering room and for cleaning, avoiding touch contact, using abusive language or gesture, etc.		2.0	0.5	1.5
	PC7. ensure that the customer feels safe at all times without being over threatened by the security procedures and related environment		2.0	0.5	1.5
	PC8. ensure that in the event of terrorist attacks customers are calmly handled, led to safer places and instructed properly in order to achieve zero casualties		2.0	0.5	1.5
	PC9. ensure the quality of facilities and services offered cater to the needs of every individual, be it man, woman, child, particularly the very young and the aged		2.0	0.5	1.5
	PC10. be aware of the customer unique needs and wants of each category of customer, e.g., for an infant, for a young woman, for an old person, others		3.0	0.5	2.5
	PC11. coordinate with team to meet these unique needs, also keeping in mind their diverse cultural backgrounds		3.0	0.5	2.5
	PC12. provide entertainment programs and events suited for the children tourists		2.0	0.5	1.5
	PC13. educate parents and attendants of senior citizens on basic safeguards and procedures for them in case of emergencies		2.0	0.5	1.5
	PC14. arrange for transport and equipment as required by senior citizens		2.0	0.5	1.5
	PC15. ensure availability of medical facilities and doctor		2.0	0.5	1.5
	PC16. treat women equally across both the horizontal as well as vertical segregation of roles in the workplace		2.0	0.5	1.5
	PC17. ensure a fair and equal pay to the women as		2.0	0.5	1.5

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	<b>Performance Criteria</b>	<b>Total Marks (400)</b>	<b>Out of</b>	<b>Theory</b>	<b>Skills Practical</b>
	men, more of formal training, advancement opportunities, better benefits, etc.				
	PC18. involve women in the decision making processes and management professions		2.0	0.5	1.5
	PC19. avoid specific discrimination and give women their due respect		2.0	0.5	1.5
	PC20. motivate the women in the work place towards utilizing their skills		2.0	0.5	1.5
	PC21. educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them		2.0	0.5	1.5
	PC22. establish policies to protect the women from sexual harassments, both physical and verbal, and objectifications by customers and colleagues		2.0	0.5	1.5
	PC23. frame women friendly work practices such as flexible working hours, maternity leave, transportation facilities, night shift concessions, women grievance cell.		2.0	0.5	1.5
	PC24. ensure the safety and security of women in the workplace, particularly when their nature of job is to deal with night shifts, attend guest rooms, back end work, etc.		2.0	0.5	1.5
	PC25. ensure safety and security of women at all levels		2.0	0.5	1.5
	<b>POINTS</b>		50	15	35
	<b>TOTAL POINTS</b>			<b>50</b>	

	<b>Performance Criteria</b>	<b>Total Marks (400)</b>	<b>Out of</b>	<b>Theory</b>	<b>Skills Practical</b>
<b>THC/N9906 Maintain health and hygiene</b>	PC1. keep the workplace regularly clean and cleared-off of food waste or other litter	50	1.5	0.5	1.0
	PC2. ensure that waste is disposed-off as per prescribed standards or in trash cans earmarked for waste disposal		1.5	0.5	1.0
	PC3. ensure that the trash cans or waste collection points are cleared everyday		1.5	0.5	1.0
	PC4. arrange for regular pest control activities at the workplace		1.5	0.5	1.0
	PC5. to maintain records for cleanliness and maintenance schedule		1.5	0.5	1.0
	PC6. ensure the workplace is well ventilated with fresh air supply		1.5	0.5	1.0
	PC7. check the air conditioner and other mechanical systems on a regular basis and maintain them well		1.5	0.5	1.0
	PC8. ensure the workplace is provided with sufficient lighting		1.5	0.5	1.0

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Performance Criteria	Total Marks (400)	Out of	Theory	Skills Practical
PC9. ensure clean work environment where food is stored, prepared, displayed and served		1.5	0.5	1.0
PC10. ensure safe and clean handling and disposal of linen and laundry, storage area, accommodation, public areas, storage areas, garbage areas, etc.		1.5	0.5	1.0
PC11. identify and report poor organizational practices with respect to hygiene, food handling, cleaning		1.5	0.5	1.0
PC12. ensure adequate supply of cleaning consumables such as equipment, materials, chemicals, liquids		1.5	0.5	1.0
PC13. ensure to clean the store areas with appropriate materials and procedures		1.5	0.5	1.0
PC14. identify the different types of wastes, e.g., liquid, solid, food, non-food, and the ways of handling them for disposal		1.5	0.5	1.0
PC15. wash hands on a regular basis		2.0	0.5	1.5
PC16. ensure to wash hands using suggested material such as soap		1.5	0.5	1.0
PC17. wash the cups		1.5	0.5	1.0
PC18. ensure to maintain personal hygiene of daily bath		1.5	0.5	1.0
PC19. ensure to maintain dental hygiene in terms of brushing teeth every day		1.5	0.5	1.0
PC20. ensure no cross contaminations of items such as linen		1.5	0.5	1.0
PC21. report on personal health issues related to injury, food, air and infectious diseases		1.5	0.5	1.0
PC22. ensure not to go for work if unwell, to avoid the risk of being spread to other people		1.5	0.5	1.0
PC23. use a tissue, cover the mouth and turn away from people while sneezing or coughing		2.0	0.5	1.5
PC24. wash hands on using these tissues after coughing and sneezing and after using the wastes		2.0	0.5	1.5
PC25. ensure to use single use tissue and dispose these tissues immediately		2.0	0.5	1.5
PC26. coordinate for the provision of adequate clean drinking water		2.0	0.5	1.5
PC27. ensure to get appropriate vaccines regularly		2.0	0.5	1.5
PC28. avoid serving adulterated or contaminated food		2.0	0.5	1.5
PC29. undergo preventive health check-ups at regular intervals		2.0	0.5	1.5
PC30. take prompt treatment from the doctor in case of illness		1.5	0.5	1.0
PC31. have a general sense of hygiene and appreciation for cleanliness for the benefit of self and		1.0	0.5	0.5

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	Performance Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	the customers or local community				
	<b>POINTS</b>		50	15.5	34.5
	<b>TOTAL POINTS</b>			<b>50</b>	
	<b>GRAND TOTAL</b>	<b>400</b>		<b>101</b>	<b>299</b>