



IT - ITeS SSC
NASSCOM



Model Curriculum

QP Name: Customer Care Executive-Domestic- Non- Voice

QP Code: SSC/Q2211

QP Version: 2.0

NSQF Level: 3

Model Curriculum Version: 1.0

IT-ITeS Sector Skills Council NASSCOM | Plot No – 7, 8, 9 & 10, Sector 126, Noida, UP.
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Table of Contents

Training Parameters.....	3
Program Overview	4
Training Outcomes.....	4
Compulsory Modules.....	4
Module Details.....	6
Module 1: IT-ITeS/BPM Industry – An Introduction	6
Module 2: Attending Customer Queries.....	7
Module 3: Process of Query Management.....	8
Module 4: Deal with Customer Queries	9
Module 5: Documentation Process for Customer Queries.....	10
Module 6: Manage Query Resolution.....	11
Module 7: Technical Skills for handling Customer Queries	12
Module 8: Software Requirement for Domestic Non voice Process	13
Module 9: Process Requirement for handling Customers.....	14
Module 10: Manage your Work to meet Requirements	15
Module 11: Managing Health and Safety	16
Annexure.....	17
Trainer Requirements	17
Assessor Requirements.....	18
Assessment Strategy.....	19
References	21
Glossary.....	21
Acronyms and Abbreviations.....	22

Training Parameters

Sector	IT-ITeS
Sub-Sector	Business Process Management
Occupation	Customer Relationship Management
Country	India
NSQF Level	3
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5244.0201
Minimum Educational Qualification and Experience	12th Class OR 10th Class + ITI OR 10th Class+2 years of relevant experience
Pre-Requisite License or Training	Training programs in customer orientation, dealing with difficult customers, written communication, etc.
Minimum Job Entry Age	18 Years
Last Reviewed On	13-09-2021
Next Review Date	13-09-2024
NSQC Approval Date	30-12-2021
QP Version	2.0
Model Curriculum Creation Date	13-09-2021
Model Curriculum Valid Up to Date	13-09-2024
Model Curriculum Version	1.0
Minimum Duration of the Course	400 hours
Maximum Duration of the Course	400 hours

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Identify the role and importance of a voice customer service associate in supporting business operations.
- Demonstrate greetings standards, careful reading, listening, summarizing, and obtaining customer confirmation of your understanding of the query.
- Practice different questioning techniques via chat, email, and objection handling methods.
- Categorize the essential type of query like billing, technical fault, loyalty issue, sales issue and document the same.
- Maintain service tickets for queries that need time to resolve via the SLA (service level agreement) process.
- Illustrate proper ways of maintaining confidentiality of storing security and back up files for future use.
- Demonstrate application of CRM software and its purpose.
- Identify the technical specifications of the source of query, via chat/e-mail, etc.
- Demonstrate effective work planning principles.
- Recognize the importance of using time and resources effectively.
- Describe how to maintain a health, safe and secure environment at workplace.

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration (In hours)	Practical Duration (In hours)	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration (In hours)
Module 1 (Bridge Module): IT-ITeS/BPM Industry – An Introduction	02:00	02:00	00:00	00:00	04:00
SSC/N3021 Deal remotely with customer queries - Domestic NOS Version No. 2 NSQF Level 4	85:00	241:00	00:00	00:00	326:00
Module 2: Attending customer queries	10:00	32:00	00:00	00:00	42:00



Module 3: Process of query management	10:00	30:00	00:00	00:00	40:00
Module 4: Deal with customer queries	10:00	30:00	00:00	00:00	40:00
Module 5: Documentation process for customer queries	15:00	30:00	00:00	00:00	45:00
Module 6: Manage query resolution	10:00	30:00	00:00	00:00	40:00
Module 7: Technical skills for handling customer queries	10:00	30:00	00:00	00:00	40:00
Module 8: Software requirement for domestic non voice process	10:00	30:00	00:00	00:00	40:00
Module 9: Process requirement for handling customers	10:00	29:00	00:00	00:00	39:00
SSC/N9001 Manage your work to meet requirements NOS Version No. 2 NSQF Level 4	08:00	32:00	00:00	00:00	40:00
Module 10: Manage your work to meet requirements	08:00	32:00	00:00	00:00	40:00
SSC/N9003 Maintain a healthy, safe and secure working environment NOS Version No. 2 NSQF Level 4	05:00	25:00	00:00	00:00	30:00
Module 11: Managing Health and Safety	05:00	25:00	00:00	00:00	30:00
Total Duration	100:00	300:00	00:00	00:00	400:00

Module Details

Module 1: IT-ITes/BPM Industry – An Introduction

Bridge Module

Terminal Outcomes:

- Comprehend various delivery models used in the IT-BPM industry.
- Examine the current growth and development standards of the IT-BPM customer service industry.

Duration: 02:00(In Hours)	Duration: 02:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the relevance of the IT-BPM sector. • Identify the career path for a customer relationship manager. 	<ul style="list-style-type: none"> • Collate information, evidence, and articles regarding the IT- ITes/BPM industry through internet surfing. • Analyse the key emerging trends in the IT- BPM industry via the gathered information. • Categorize specific applications where non-voice customer service operations are used.
Classroom Aids:	
Whiteboard and Markers Chart paper and sketch pens LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following: PCs/Laptops Internet with Wi-Fi (Min 2 Mbps Dedicated)	



Module 2: Attending Customer Queries

Mapped to SSC/N3021, v2.0

Terminal Outcomes:

- Explain the concept of non-voice customer relationship management.
- Identify the role and importance of a non-voice customer service associate in supporting business operations.

Duration: 10:00(In Hours)	Duration: 32:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • List the various segments in non-voice customer service, tools, and techniques. • Identify the role and importance of non-voice technology tools for resolving queries. 	<ul style="list-style-type: none"> • Use techniques for careful reading (email or chat), visualizing, summarizing, and obtaining confirmation of the understanding of the query. • Capture query and identify SLA for resolution. • Implement policies provided as per guidelines when dealing with remote queries.
Classroom Aids:	
Whiteboard and Markers Chart paper and sketch pens LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following: PCs/Laptops Internet with Wi-Fi (Min 2 Mbps Dedicated) Microphone / voice system for lecture and class activities Computer Lab with 1:1 PC: trainee ratio and having internet connection, MS Office / Open office, Browser, Outlook / Any other Email Client, and chat tools Sample CRM ticketing tool for demonstration. Internet messenger and Web based Chat tools	



Module 3: Process of Query Management

Mapped to SSC/N3021, v2.0

Terminal Outcomes:

- Organize the data being entered from multiple sources to check authenticity of the query.
- Categorize the essential type of query like billing, technical fault, loyalty issue, sales issue and document the same.

Duration: 10:00(In Hours)	Duration: 30:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • List different software needed for query management and tracking, recording customer complaints like MS office, MS Excel, and other licensed software. • Distinguish the types of technical and non-technical queries. 	<ul style="list-style-type: none"> • Solve routine problems via web or chat, largely through precedent and referral to general guidelines • Demonstrate use of query resolution software or process in line with service level agreements (SLAs). • Get confirmation that queries have been resolved to satisfaction.
Classroom Aids:	
Whiteboard and Markers Chart paper and sketch pens LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following: PCs/Laptops Internet with Wi-Fi (Min 2 Mbps Dedicated) Microphone / voice system for lecture and class activities Computer Lab with 1:1 PC: trainee ratio and having internet connection, MS Office / Open office, Browser, Outlook / Any other Email Client, and chat tools Sample CRM ticketing tool for demonstration. Internet messenger and Web based Chat tools	

Module 4: Deal with Customer Queries

Mapped to SSC/N3021, v2.0

Terminal Outcomes:

- Demonstrate greetings standards, careful visualizing, reading, summarizing, and obtaining customer confirmation of your understanding of the query.
- Understand the query escalation process for further action.

Duration: 10:00(In Hours)	Duration: 30:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the importance of documenting, classifying and prioritizing queries • Select a correct solution from customer relationship management (CRM) tool, basis the query. 	<ul style="list-style-type: none"> • Follow standard scripts for responding on email/chat to regular customer queries. • Request for clarification and gain confirmation on customer needs, in order to close the query. • Record the query in the CRM tool and set suitable timeline for resolution. • Evaluate query resolution viz process timelines and escalate as per guidelines.
Classroom Aids:	
Whiteboard and Markers Chart paper and sketch pens LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following: PCs/Laptops Internet with Wi-Fi (Min 2 Mbps Dedicated) Microphone / voice system for lecture and class activities Computer Lab with 1:1 PC: trainee ratio and having internet connection, MS Office / Open office, Browser, Outlook / Any other Email Client, and chat tools Sample CRM ticketing tool for demonstration. Internet messenger and Web based Chat tools	

Module 5: Documentation Process for Customer Queries

Mapped to SSC/N3021, v2.0

Terminal Outcomes:

- Demonstrate different styles and approaches of documentation for effective query handling.
- Maintain service tickets for queries that needs time to resolve.

Duration: 15:00(In Hours)	Duration: 30:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • List the common types of documentation process used to record queries. • Select the correct category of documentation as per the list mentioned in the query management tool. • Select relevant product reference guides or support materials to resolve queries. 	<ul style="list-style-type: none"> • Outline different styles/approaches of documentation when working with a variety of queries. • Demonstrate note taking in incident query tool during capture of the information. • Maintain service tickets for queries that needs time to resolve and update the SLA.
Classroom Aids:	
Whiteboard and Markers Chart paper and sketch pens LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following: PCs/Laptops Internet with Wi-Fi (Min 2 Mbps Dedicated) Microphone / voice system for lecture and class activities Computer Lab with 1:1 PC: trainee ratio and having internet connection, MS Office / Open office, Browser, Outlook / Any other Email Client, and chat tools Sample CRM ticketing tool for demonstration. Internet messenger and Web based Chat tools	

Module 6: Manage Query Resolution

Mapped to SSC/N3021, v2.0

Terminal Outcomes:

- Create a workflow that routes service requests with high priority concerns into separate folders with subject-specific task queues.
- Summarize the steps conducted to resolve the query and get it approved by end user with balanced judgement

Duration: 10:00(In Hours)	Duration: 30:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Analyse past records and data stored in CRM tool to figure out if in the past, have faced any similar issue. • Discuss various balanced judgments to different situations that could be used as a resolution. 	<ul style="list-style-type: none"> • Create a set of professionally designed canned messages to provide quick response to any query • Include a chat button with all email responses • Summarize the steps conducted to resolve the query. • Design templates to record the query with the resolution for future reference.
Classroom Aids:	
Whiteboard and Markers Chart paper and sketch pens LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following: PCs/Laptops Internet with Wi-Fi (Min 2 Mbps Dedicated) Microphone / voice system for lecture and class activities Computer Lab with 1:1 PC: trainee ratio and having internet connection, MS Office / Open office, Browser, Outlook / Any other Email Client, and chat tools MS-Visio, MS-Projects, Rational Suite/Star UML Sample CRM ticketing tool for demonstration. Internet messenger and Web based Chat tools	

Module 7: Technical Skills for handling Customer Queries

Mapped to SSC/N3021, v2.0

Terminal Outcomes:

- Illustrate proper ways of maintaining confidentiality of storing security and back up files for future use.
- Demonstrate application of various IT components including browsers, social media, and various operating systems.

Duration: 10:00(In Hours)	Duration: 30:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the possible IT usage and components required like e-mail platform/ webchat platform. 	<ul style="list-style-type: none"> • Analyse customer’s database to identify the query domain and categorise as internal or external. • Ensure confidentiality with customer data when a query is being resolved. • Record in the CRM Tool, customer preference for being contacted, post resolution.
Classroom Aids:	
Whiteboard and Markers Chart paper and sketch pens LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following: PCs/Laptops Internet with Wi-Fi (Min 2 Mbps Dedicated) Microphone / voice system for lecture and class activities Computer Lab with 1:1 PC: trainee ratio and having internet connection, MS Office / Open office, Browser, Outlook / Any other Email Client, and chat tools Sample CRM ticketing tool for demonstration. Internet messenger and Web based Chat tools	



Module 8: Software Requirement for Domestic Non voice Process

Mapped to SSC/N3021, v2.0

Terminal Outcomes:

- Demonstrate application of CRM software and its purpose.
- Identify the technical specifications of the source of query, via chat/e-mail, etc.

Duration: 10:00(In Hours)	Duration: 30:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Identify the type of technicalities required for query management through e-mail/ chat (inbound or outbound). 	<ul style="list-style-type: none"> • Demonstrate the use of CRM software tool for maintaining database. • Evaluate how CRM software handles issues related to Contact management, Lead management, Email tracking, social media management, Query Resolution, etc.
Classroom Aids:	
Whiteboard and Markers Chart paper and sketch pens LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following: PCs/Laptops Internet with Wi-Fi (Min 2 Mbps Dedicated) Microphone / voice system for lecture and class activities Computer Lab with 1:1 PC: trainee ratio and having internet connection, MS Office / Open office, Browser, Outlook / Any other Email Client, and chat tools Sample CRM ticketing tool for demonstration. Internet messenger and Web based Chat tools	

Module 9: Process Requirement for handling Customers

Mapped to SSC/N3021, v2.0

Terminal Outcomes:

- Discuss the core differences between non-voice and voice profiles.
- Demonstrate practical applications of chat initiation tool for conducting business.

Duration: 10:00(In Hours)	Duration: 29:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Outline sectors in which domestic non-voice can be leveraged example tourism, hospitality, banking, etc. • Differentiate between process flows for separate verticals example insurance versus health care. 	<ul style="list-style-type: none"> • Create a process flow from a query initiation to its final resolution • Communicate with customers in an amicable way and refrain from confrontation, while noting a customer query. • Advise the customer w.r.t. time frame if still investigating, researching the query.
Classroom Aids:	
Whiteboard and Markers Chart paper and sketch pens LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following: PCs/Laptops Internet with Wi-Fi (Min 2 Mbps Dedicated) Microphone / voice system for lecture and class activities Computer Lab with 1:1 PC: trainee ratio and having internet connection, MS Office / Open office, Browser, Outlook / Any other Email Client, and chat tools Sample CRM ticketing tool for demonstration. Internet messenger and Web based Chat tools	



Module 10: Manage your Work to meet Requirements

Mapped to SSC/N9001, v2.0

Terminal Outcomes:

- Define the scope of work.
- Demonstrate effective work planning principles.
- Recognize the importance of using time and resources effectively.

Duration: 08:00(In Hours)	Duration: 32:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the role, responsibilities, and limits of the responsibilities. • Discuss the importance of gathering detailed work requirements and prioritizing work areas. • Identify commonly made mistakes in the prioritized work areas. • Explain the importance of completing work accurately. 	<ul style="list-style-type: none"> • Analyse needs, requirements, and dependencies in order to meet the work requirements. • Apply resource management principles and techniques. • Demonstrate the ways to maintain an organized work area. • Apply effective time management principles.
Classroom Aids:	
Whiteboard and Markers Chart paper and sketch pens LCD Projector and Laptop for presentations	
Tools and Other Requirements:	
Labs equipped with the following: PCs/Laptops Internet with Wi-Fi (Min 2 Mbps Dedicated) Microphone / voice system for lecture and class activities Computer Lab with 1:1 PC: trainee ratio and having internet connection, MS Office / Open office, Browser, Outlook / Any other Email Client, and chat tools	



Module 11: Managing Health and Safety

Mapped to SSC/N9003, v2.0

Terminal Outcomes:

- Describe how to maintain a health, safe and secure environment at workplace.

Duration: 05:00(In Hours)	Duration: 25:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> Discuss the importance of complying with organizational health, safety and security policies and procedures. Discuss possible roles and responsibilities that an employee can take up with respect to workplace safety management. Evaluate sample organizational emergency procedures. Identify mechanisms to improve workplace health, safety, and security. Label appropriate personal protective equipment needed for a job role. 	<ul style="list-style-type: none"> Demonstrate the identification of possible breaches in health, safety, and security policies. Document health, safety, and security breaches. Design a contingency plan for emergency situations like fire, short circuit, accidents, earthquake, etc. Demonstrate the use of First Aid, CPR, and safety evacuation process as part of routine operations.
Classroom Aids:	
Whiteboard and Markers Chart paper and sketch pens LCD Projector and Laptop for presentations	
Tools and Other Requirements:	
Labs equipped with the following: PCs/Laptops Internet with Wi-Fi (Min 2 Mbps Dedicated) Microphone / voice system for lecture and class activities Computer Lab with 1:1 PC: trainee ratio and having internet connection, MS Office / Open office, Browser, Outlook / Any other Email Client, and chat tools A sample health and safety policy document, Emergency broadcast system and mock emergency signage in the appropriate areas of the training institute	

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Minimum 10th Standard.	Preferred Master's degree in any discipline	Minimum 2 years' experience in the non-voice domain		1 year preferred	Minimum 2 years' experience in the customer relationship management domain	2 years of work/training experience with respect to QP/Occupation. Additional certification in customer orientation, dealing with difficult customers, written communication etc. will be an added advantage.

Trainer Certification	
Domain Certification	Platform Certification
Minimum accepted score in SSC Assessment is 80% per NOS being taught in "SSC/Q2211, V 2.0"	Recommended that the trainer is certified for the Job role "Trainer" mapped to the Qualification Pack "MEP/Q2601". Minimum accepted score is 80% aggregate



Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate in any discipline		2	Experience that involves client interaction	1-2	Experience that involves client interaction	

Assessor Certification	
Domain Certification	Platform Certification
Not Applicable	

Assessment Strategy

This section includes the processes involved in identifying, gathering, and interpreting information to evaluate the learner on the required competencies of the program.

Assessment System Overview

A uniform assessment of job candidates as per industry standards facilitates progress of the industry by filtering employable individuals while simultaneously providing candidates with an analysis of personal strengths and weaknesses.

Assessment Criteria

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 the proportion of marks for Theory and Skills Practical for each PC.

The assessment for the theory part will be based on a knowledge bank of questions created by the SSC. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

Guidelines for Assessment			
Testing Environment	Tasks and Functions	Productivity	Teamwork
<ul style="list-style-type: none"> Carry out assessments under realistic work pressures that are found in the normal industry workplace (or simulated workplace). Ensure that the range of materials, equipment, and tools that learners use are current and of the type routinely found in the normal industry workplace (or simulated workplace) environments. 	<ul style="list-style-type: none"> Assess that all tasks and functions are completed in a way, and to a timescale, that is acceptable in the normal industry workplace. Assign workplace (or simulated workplace) responsibilities that enable learners to meet the requirements of the NOS. 	<ul style="list-style-type: none"> Productivity levels must be checked to ensure that it reflects those that are found in the work situation being replicated. 	<ul style="list-style-type: none"> Provide situations that allow learners to interact with the range of personnel and contractors found in the normal industry workplace (or simulated workplace).

Assessment Quality Assurance framework

NASSCOM provides two assessment frameworks NAC and NAC-Tech.

NAC (NASSCOM Assessment of Competence)

NAC follows a test matrix to assess Speaking & Listening, Analytical, Quantitative, Writing, and Keyboard skills of candidates appearing for assessment.

NAC-Tech

NAC-Tech test matrix includes assessment of Communication, Reading, Analytical, Logical Reasoning, Work Management, Computer Fundamentals, Operating Systems, RDBMS, SDLC, Algorithms & Programming Fundamentals, and System Architecture skills.

Methods of Validation

To pass a QP, a trainee should score an average of 70% across generic NOS' and a minimum of 70% for each technical NOS. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Method of assessment documentation and access

The assessment agency will upload the result of assessment in the portal. The data will not be accessible for change by the assessment agency after the upload. The assessment data will be validated by SSC assessment team. After upload, only SSC can access this data.

References

Glossary

Term	Description
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training .
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module . A set of terminal outcomes help to achieve the training outcome.
National Occupational Standard	National Occupational Standard specify the standard of performance an individual must achieve when carrying out a function in the workplace
Persons With Disability	Persons with Disability are those who have long-term physical, mental, intellectual, or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others.
Integrated Development Environment	An integrated development environment is a software application that provides comprehensive facilities to computer programmers for software development.



Acronyms and Abbreviations

Term	Description
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards
SSC	Skill Sectors Councils
NASSCOM	National Association of Software & Service Companies
PwD	Persons with Disability
IDE	Integrated Development Environment