



# Model Curriculum

**QP Name: Telecom Customer Care Executive – Call Center/Relationship Center**

**Electives: Call Center/Relationship Center**

**QP Code: TEL/Q0100**

**QP Version: 2.0**

**NSQF Level: 3**

**Model Curriculum Version: 1.0**

Telecom Sector Skill Council  
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# Training Parameters

|   |  |
|---|--|
| <b>Sector</b>   | Telecom  |
| <b>Sub-Sector</b>   | Service Provider   |
| <b>Occupation</b>   | Customer Service – Service Segment   |
| <b>Country</b>  | India  |
| <b>NSQF Level</b>   | 3  |
| <b>Aligned to NCO/ISCO/ISIC Code</b>                      | NCO-2015/5242.0303   |
| <b>Minimum Educational Qualification &amp; Experience</b> | Class 10 <sup>th</sup><br>OR<br>Class 8 <sup>th</sup> with 2 years of relevant experience in Client Handling |
| <b>Pre-Requisite License or Training</b>                  | NA   |
| <b>Minimum Job Entry Age</b>                              | 15 Years   |
| <b>Last Reviewed On</b>                                   | 27/01/2022   |
| <b>Next Review Date</b>                                   | 27/01/2025   |
| <b>NSQC Approval Date</b>                                 | 27/01/2022   |
| <b>QP Version</b>   | 2.0  |
| <b>Model Curriculum Creation Date</b>                     | 27/12/2021   |
| <b>Model Curriculum Valid Up to Date</b>                  | 27/01/2025   |
| <b>Model Curriculum Version</b>                           | 1.0  |
| <b>Minimum Duration of the Course</b>                     | 360 Hours, 0 Minutes   |
| <b>Maximum Duration of the Course</b>                     | 510 Hours, 0 Minutes   |

# 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.

### Compulsory:

- Analyse and resolve customer requirements
- Manage walk-in customers
- Analyse feedback received from seniors/peers and customers
- Evaluate self-performance
- Organize work and resources as per health and safety standards
- Interact effectively with others while being sensitive of gender and persons with disabilities

### Electives:

Elective 1: Attend and make calls for service and sales

- Attend customer service calls
- Perform sales calls

Elective 2: Manage showroom and workspace

- Sell, upsell and cross-sell products/services
- Manage showroom upkeep and customer transactions

## Compulsory Modules

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

| NOS and Module Details   | Theory Duration | Practical Duration | On-the-Job Training Duration (Mandatory) | On-the-Job Training Duration (Recommended) | Total Duration |
|--|-----------------|--------------------|--|--|----------------|
| <b>Bridge Module</b>   | <b>04:00</b>    | <b>04:00</b>       | <b>00:00</b>                             | <b>00:00</b>                               | <b>08:00</b>   |
| Module 1: Role and Responsibilities of a Customer Care Executive<br><i>Bridge Module</i>                                 | 04:00           | 04:00              | 00:00                                    | 00:00                                      | 08:00          |
| <b>TEL/N0101– Resolve customer queries, requests and complaints</b><br><b>NOS Version No. 2.0</b><br><b>NSQF Level 4</b> | <b>12:00</b>    | <b>20:00</b>       | <b>00:00</b>                             | <b>30:00</b>                               | <b>62:00</b>   |

|  |              |               |              |              |               |
|--|--------------|---------------|--------------|--------------|---------------|
| Module 2: Analyse and resolve customer requirements  | 12:00        | 20:00         | 00:00        | 30:00        | 62:00         |
| <b>TEL/N0102 – Develop customer relationship</b><br><b>NOS Version No. 2.0</b><br><b>NSQF Level 4</b>                                  | <b>22:00</b> | <b>28:00</b>  | <b>00:00</b> | <b>20:00</b> | <b>70:00</b>  |
| Module 3: Interact with customer   | 22:00        | 28:00         | 00:00        | 20:00        | 70:00         |
| <b>TEL/N0115 – Monitor and analyse performance</b><br><b>NOS Version No. 2.0</b><br><b>NSQF Level 4</b>                                | <b>10:00</b> | <b>26:00</b>  | <b>00:00</b> | <b>20:00</b> | <b>56:00</b>  |
| Module 4: Review self-performance  | 10:00        | 26:00         | 00:00        | 20:00        | 56:00         |
| <b>TEL/N2215 – Manage work area and maintain personal appearance</b><br><b>NOS Version No. 2.0</b><br><b>NSQF Level 4</b>              | <b>10:00</b> | <b>24:00</b>  | <b>00:00</b> | <b>20:00</b> | <b>54:00</b>  |
| Module 5: Manage workplace   | 10:00        | 24:00         | 00:00        | 20:00        | 54:00         |
| <b>TEL/N9102 – Interact effectively with team members and customers</b><br><b>NOS Version No. 1.0</b><br><b>NSQF Level 4</b>           | <b>16:00</b> | <b>24:00</b>  | <b>00:00</b> | <b>00:00</b> | <b>40:00</b>  |
| Module 6: Communication and interpersonal skills   | 16:00        | 24:00         | 00:00        | 00:00        | 40:00         |
| <b>TEL/N9101 – Organize work and resources as per health and safety standards</b><br><b>NOS Version No. 1.0</b><br><b>NSQF Level 4</b> | <b>16:00</b> | <b>24:00</b>  | <b>00:00</b> | <b>00:00</b> | <b>40:00</b>  |
| Module 7: Plan Work Effectively, Optimise Resources and Implement Safety Practices   | 16:00        | 24:00         | 00:00        | 00:00        | 40:00         |
| <b>Total Duration</b>  | <b>90:00</b> | <b>150:00</b> | <b>00:00</b> | <b>90:00</b> | <b>330:00</b> |

## Elective Modules

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

### Elective 1:

| NOS and Module Details   | Theory Duration | Practical Duration | On-the-Job Training Duration (Mandatory) | On-the-Job Training Duration (Recommended) | Total Duration |
|--|-----------------|--------------------|--|--|----------------|
| TEL/N0116 – Attend and make calls for service and sales<br>NOS Version No. 2.0<br>NSQF Level 4 | 30:00           | 30:00              | 00:00                                    | 30:00                                      | 90:00          |
| Module 8: Attend customer calls  | 30:00           | 30:00              | 00:00                                    | 30:00                                      | 90:00          |
| <b>Total Duration</b>  | <b>30:00</b>    | <b>30:00</b>       | <b>00:00</b>                             | <b>30:00</b>                               | <b>90:00</b>   |

### Elective 2:

| NOS and Module Details   | Theory Duration | Practical Duration | On-the-Job Training Duration (Mandatory) | On-the-Job Training Duration (Recommended) | Total Duration |
|--|-----------------|--------------------|--|--|----------------|
| TEL/N0117 – Manage self and sale of products and services<br>NOS Version No. 2.0<br>NSQF Level 4 | 30:00           | 30:00              | 00:00                                    | 30:00                                      | 90:00          |
| Module 9: Manage sales and services  | 30:00           | 30:00              | 00:00                                    | 30:00                                      | 90:00          |
| <b>Total Duration</b>  | <b>30:00</b>    | <b>30:00</b>       | <b>00:00</b>                             | <b>30:00</b>                               | <b>90:00</b>   |

# Module Details

## Module 1: Role and Responsibilities of a Customer Care Executive Executive Bridge Module

### Terminal Outcomes:

- Identify work requirements of telecom customer care executive

|  |  |
|--|--|
| <b>Duration:</b> 04:00   | <b>Duration:</b> 04:00   |
| <b>Theory – Key Learning Outcomes</b>  | <b>Practical – Key Learning Outcomes</b>   |
| <ul style="list-style-type: none"> <li>Explain the role and responsibilities of customer care executive.</li> <li>Describe the size and scope of the Telecom industry and its various sub-sectors.</li> <li>Discuss the various opportunities for a customer care executive in the Telecom industry.</li> <li>Discuss organisational policies on incentives, delivery standards, personnel management and public relations (PR) pertinent to the job role.</li> <li>Describe the process workflow in the organization and the role of customer care executive in the process.</li> </ul> | <ul style="list-style-type: none"> <li>Prepare for the role of a customer care executive by visiting a work site and interacting with others.</li> </ul> |
| <b>Classroom Aids:</b>   |  |
| Laptop, white board, marker, projector   |  |
| <b>Tools, Equipment and Other Requirements</b>   |  |
| Documents of standard operating procedures, code of conduct, checklists, schedules tools and equipment, status report  |  |

## Module 2: Analyse and Resolve Customer Requirements Mapped to TEL/N0101

### Terminal Outcomes:

- Analyse customer requirements and needs
- Deal with customer inquiries

|   |  |
|---|--|
| <b>Duration:</b> 12:00  | <b>Duration:</b> 20:00   |
| <b>Theory – Key Learning Outcomes</b>   | <b>Practical – Key Learning Outcomes</b>   |
| <ul style="list-style-type: none"> <li>• Discuss some open and close ended questions to understand customer’s requirements.</li> <li>• State the details and information required to log customer enquiries.</li> <li>• Explain the standards, processes and procedures followed by the organization to execute the job role.</li> <li>• Describe the process of resolving customer Query/Request/Complaints (QRC) and escalating unresolved queries to the higher authorities.</li> <li>• Explain the basic concepts of Turnaround time (TAT)/Service Level Agreements (SLA).</li> </ul> | <ul style="list-style-type: none"> <li>• Use Customer Relation Management (CRM) software and other intranet tools.</li> <li>• Outline the procedure to escalate client’s queries/complaints to concerned department.</li> <li>• Maintain customer records in CRM software on daily basis.</li> </ul> |
| <b>Classroom Aids:</b>  |  |
| Laptop, white board, marker, projector  |  |
| <b>Tools, Equipment and Other Requirements</b>  |  |
| Product Manuals, Customer Registration form, customer feedback form, customer complaint form, Laptop with customer relationship management software   |  |



## Module 3: Interact with Customer Mapped to TEL/N0102

### Terminal Outcomes:

- Manage walk-in customers
- Develop rapport/relationship with the customers

| Duration: 22:00   | Duration: 28:00   |
|---|---|
| Theory – Key Learning Outcomes  | Practical – Key Learning Outcomes   |
| <ul style="list-style-type: none"> <li>• State the importance of the helpdesk in supporting business operations.</li> <li>• Outline the organisational guidelines to develop and maintain customer rapport.</li> <li>• List the considerate factors to categorize different types of customers.</li> <li>• Discuss the importance of understanding customer’s requirement for product/services.</li> <li>• Evaluate ways to provide customised solutions to customers.</li> <li>• Define the concepts of average call handling time (AHT), average hold time (AHT), turnaround time (TAT) and service level agreement (SLA).</li> <li>• Describe the process of troubleshooting and resolving customer complaints in least turnaround time.</li> <li>• Explain the process of customer retention and retention tools.</li> <li>• State the importance of maintaining customer feedback reports in proper format.</li> </ul> | <ul style="list-style-type: none"> <li>• Demonstrate how to greet and initiate interaction with the walk-in customers.</li> <li>• Demonstrate appropriate techniques to understand customer’s requirements.<br/>Probe</li> <li>• Perform multiple techniques to sell own product/services by using feature advantage benefits (FAB) approach. Describe the USPs and strengths of the product/services to customers by using feature advantage benefits (FAB) approach</li> <li>• Illustrate handling customer complaints, queries or issues.</li> <li>• Use Customer Relationship Management (CRM) software to maintain customer feedback records. Assist the customer in availing various offers and promotional schemes offered by the organization.</li> </ul> |
| <b>Classroom Aids:</b>  |   |
| Laptop, white board, marker, projector  |   |
| <b>Tools, Equipment and Other Requirements</b>  |   |
| Complete range of handset, accessories<br>Laptop with Customer Relationship Management (CRM) software Product<br>Manuals, Customer Registration form, Customer Feedback form  |   |

## Module 4: Review Self-Performance Mapped to TEL/N0115

### Terminal Outcomes:

- Monitor and measure self-performance
- Work on the feedback received from supervisor/peers/customers

| <b>Duration: 10:00</b>  | <b>Duration: 26:00</b>   |
|---|--|
| <b>Theory – Key Learning Outcomes</b>   | <b>Practical – Key Learning Outcomes</b>   |
| <ul style="list-style-type: none"> <li>• List the various performance metrics such as AHT/call login time/number of dials/customer contacts/attendance.</li> <li>• State the importance of complying with parameters like opening greeting, security checks, escalation protocol etc.</li> <li>• State the weekly/monthly targets to be achieved after consulting with the supervisor.</li> <li>• Describe the various processes related to sales such as churn, collection, bad debt recovery, complaint etc.</li> <li>• Explain the process of evaluating self-performance on the basis of sales/service targets achieved.</li> <li>• Highlight the importance of periodically analysing the feedback received from seniors/peers.</li> <li>• Describe ways to identify personal weak/strong areas.</li> <li>• Discuss the common issues faced by the team based on the feedback received from seniors/colleagues.</li> </ul> | <ul style="list-style-type: none"> <li>• Call a customer to demonstrate how to comply with parameters like opening greeting, security checks, and escalation protocol.</li> <li>• Illustrate appropriate techniques to calculate weekly/monthly performance against the set targets.</li> <li>• Perform sales related processes such as churning, collection, bad debt recovery, complaint resolution etc.</li> <li>• Prepare a report on the feedback scores received from the customers.</li> <li>• Analyse and interpret the feedback received from seniors/peers and customers.</li> <li>• Compare achieved targets with minimum threshold in internal/external audits.</li> </ul> |
| <b>Classroom Aids:</b>  |  |
| Laptop, white board, marker, projector  |  |
| <b>Tools, Equipment and Other Requirements</b>  |  |
| Complete range of handset, accessories<br>Laptop with Customer Relationship Management (CRM) software<br>Sample performance reports<br>Product Manuals, Customer feedback form, Sales record book   |  |

## Module 5: Manage workplace Mapped to TEL/N2215

### Terminal Outcomes:

- Follow the guidelines for personal grooming
- Maintain the safety of workplace

| <b>Duration: 10:00</b>   | <b>Duration: 24:00</b>  |
|--|---|
| <b>Theory – Key Learning Outcomes</b>  | <b>Practical – Key Learning Outcomes</b>  |
| <ul style="list-style-type: none"> <li>• Explain the importance of complying with the organization specified grooming guidelines.</li> <li>• Discuss the efficient ways to complete the work and given targets.</li> <li>• Categorize the organizational tasks as per the defined departments’ authorities.</li> </ul> | <ul style="list-style-type: none"> <li>• Illustrate the complete uniform requirements with the help of some images.</li> <li>• Demonstrate the correct practice of greeting the customers and asking their requirements.</li> <li>• Use CRM software or MS-excel to record customer queries and complaints.</li> <li>• Prepare a sample document for recording repair units and other required details.</li> <li>• Practice to type with speed and accuracy.</li> </ul> |
| <b>Classroom Aids:</b>   |   |
| Laptop, white board, marker, projector   |   |
| <b>Tools, Equipment and Other Requirements</b>   |   |
| Complete range of handset, accessories<br>Laptop with Customer Relationship Management (CRM) software<br>Sample performance reports<br>Product Manuals, Customer feedback form, Sales record book  |   |

## Module 6: Communication and interpersonal skills

### Mapped to TEL/N9102

#### Terminal Outcomes:

- Discuss how to communicate effectively and develop interpersonal skills
- Explain the importance of developing sensitivity towards differently abled people

| <b>Duration: 16:00</b>  | <b>Duration: 24:00</b>   |
|---|--|
| <b>Theory – Key Learning Outcomes</b>   | <b>Practical – Key Learning Outcomes</b>   |
| <ul style="list-style-type: none"> <li>• Discuss the importance of following the standard operating procedures of the company w.r.t. priority, confidentiality and security.</li> <li>• Outline the organizational structure to receive work instruction and report issues to the supervisor.</li> <li>• Describe the importance of having timely discussions with all genders to avoid repeated errors.</li> <li>• State the importance of co-ordinating and resolving conflicts with the team members to achieve smooth workflow.</li> <li>• Scrutinise about the different types of disabilities with their respective issues.</li> <li>• State the work ethics, workplace etiquettes as well as standards and guidelines for all genders and PwD.</li> <li>• List health and safety requirements for persons with disability.</li> <li>• Describe the rights, duties and benefits available at workplace for person with disability.</li> <li>• Explore the process of recruiting people with disability for a specific job.</li> <li>• Discuss the specific ways to help people with disability to overcome the challenges.</li> </ul> | <ul style="list-style-type: none"> <li>• Use different modes of communication as per requirement and need.</li> <li>• Prepare a sample report of the commonly occurring errors and their solutions.</li> <li>• Use inclusive language irrespective of the gender/ disability of the person.</li> <li>• Demonstrate appropriate behaviour towards all genders and differently abled people.</li> <li>• Prepare a list of institutes and government schemes that help PwD in overcoming challenges.</li> <li>• Demonstrate the ideal behaviour with a PwD in an organization.</li> </ul> |
| <b>Classroom Aids:</b>  |  |
| White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector   |  |
| <b>Tools, Equipment and Other Requirements</b>  |  |
| Sample of escalation matrix, organisation structure.  |  |

## Module 7: Plan Work Effectively, Optimise Resources and Implement Safety Practices

### Mapped to TEL/N9101

#### Terminal Outcomes:

- Explain how to plan work effectively, implement safety practices and optimise use of resources.

| <b>Duration:</b> 16:00   | <b>Duration:</b> 24:00   |
|--|--|
| <b>Theory – Key Learning Outcomes</b>  | <b>Practical – Key Learning Outcomes</b>   |
| <ul style="list-style-type: none"> <li>List the recent skills and technologies prevalent in the telecom industry.</li> <li>Discuss the commonly occurring problems with their causes and solutions.</li> <li>State the importance of keeping the workplace clean, safe and tidy.</li> <li>List different types of hazards and the procedure to report it to the supervisor.</li> <li>List the precautionary steps one needs to follow while handling hazardous materials.</li> <li>State the importance of participating in fire drills and other safety workshops.</li> <li>Discuss the significance of conforming to basic hygiene practices such as washing hands, using alcohol-based hand sanitizers.</li> <li>List the different methods of cleaning, disinfection, sanitization, etc.</li> <li>Discuss the importance of self-quarantine or self-isolation.</li> <li>Explain the path of disease transmission.</li> <li>Discuss organizational hygiene and sanitation guidelines and ways of reporting breaches/gaps, if any.</li> <li>Explain the ways to optimize usage of resources.</li> <li>Discuss various methods of waste management and disposal.</li> <li>List the different categories of waste for the purpose of segregation.</li> <li>Differentiate between recyclable and non-recyclable waste.</li> <li>State the importance of using appropriate color dustbins for different types of waste.</li> <li>Discuss the common sources of pollution and ways to minimize it.</li> </ul> | <ul style="list-style-type: none"> <li>Prepare a time schedule to complete the tasks on the given time.</li> <li>Demonstrate the use of safety equipment such as goggles, gloves, ear plugs, shoes, etc.</li> <li>Demonstrate the correct postures while working and handling hazardous materials at the workplace.</li> <li>Demonstrate how to evacuate the workplace in case of an emergency.</li> <li>Show how to sanitize and disinfect one's work area regularly.</li> <li>Demonstrate the correct way of washing hands using soap and water.</li> <li>Demonstrate the correct way of sanitizing hands using alcohol-based hand rubs.</li> <li>Display the correct way of wearing and removing PPE such as face masks, hand gloves, face shields, PPE suits, etc.</li> <li>Demonstrate warning labels, symbols and other related signages.</li> <li>Perform basic checks to identify any spills and leaks and that need to be plugged /Stopped.</li> <li>Demonstrate different disposal techniques depending upon different types of waste.</li> <li>Employ different ways to clean and check if equipment/machines are functioning as per requirements and report malfunctioning, if observed.</li> <li>Demonstrate ways for efficient utilization of material and water.</li> </ul> |
| <b>Classroom Aids</b>  |  |
| White board/ black board marker / chalk, Duster, Computer or Laptop attached to LCD projector  |  |
| <b>Tools, Equipment and Other Requirements</b>   |  |

Personal Protection Equipment: Safety glasses, Head protection, Rubber gloves, Safety footwear, Warning signs and tapes, Fire extinguisher and First aid kit

## Module 8: Attend Customer Calls Mapped to TEL/N0116

### Terminal Outcomes:

- Attend customer service calls
- Perform proactive sales

| Duration: 30:00  | Duration: 30:00  |
|--|--|
| Theory – Key Learning Outcomes   | Practical – Key Learning Outcomes  |
| <ul style="list-style-type: none"> <li>• Explain the different styles and ways of telemarketing.</li> <li>• State the organizational guidelines and procedures for tele calling.</li> <li>• Discuss some open and close ended questions ask customers.</li> <li>• distinguish between desirable and undesirable communication.</li> <li>• Describe the various means of collecting customer data from the concerned authorities.</li> <li>• Identify and analyse the buying and usage pattern of customers. State the importance of identifying the customer requirements and offering products/services accordingly.</li> <li>• List the complete range of products/services offered by the organization.</li> <li>• Outline the organizational structure to report client requirement/feedback/ comments relating to product content and pricing to the concerned department.</li> <li>• Discuss various customised solutions available for different products/services within the organisation.</li> <li>• Describe the USPs and strengths of the product/services by using feature advantage benefits (FAB) approach.</li> <li>• Explain the importance of maintaining customer records in prescribed format.</li> </ul> | <ul style="list-style-type: none"> <li>• Use different styles and ways of telemarketing as per the requirement.</li> <li>• Use various intranet tools and telephony applications for attending customer calls.</li> <li>• Prepare a sample script after analysing the calling script received from supervisor/manger.</li> <li>• Use basic telephonic skills to connect with the customers.</li> <li>• Illustrate the correct way to call and/or attend customer calls, to identify their requirements.</li> <li>• Achieve maximum productivity by attaining minimum call login time. Illustrate the methods to attain minimum call login time.</li> <li>• Demonstrate wrapping up customer calls quickly, if required.</li> <li>• Type with speed and accuracy.</li> <li>• Use Customer Relationship Management (CRM) software to record customer details.</li> <li>• Analyse enquiry details obtained from the customer as per the organizational procedure.</li> <li>• Demonstrate basic selling techniques to sell own product/services by comparing it with the competitors’ products.</li> </ul> |
| <b>Classroom Aids:</b>   |  |
| Laptop, white board, marker, projector   |  |
| <b>Tools, Equipment and Other Requirements</b>   |  |

Complete range of handset, accessories, competitor's products  
Product Manuals, Customer Registration form, customer feedback form  
Laptop with customer relationship management software



## Module 9: Manage Sales and Services Mapped to TEL/N0117

### Terminal Outcomes:

- Manage showroom upkeep and customer transactions
- Sell, upsell and cross-sell products/services

| Duration: 30:00   | Duration: 30:00  |
|---|--|
| Theory – Key Learning Outcomes  | Practical – Key Learning Outcomes  |
| <ul style="list-style-type: none"> <li>• State the organisational guidelines with respect to standard uniform, name badges and resolution timelines.</li> <li>• Explain the importance of attending meetings with store manager to review performance and obtain targets/tasks.</li> <li>• Describe the payment collection process for bill payments/recharges.</li> <li>• List the customer documents required for resolving issues/problems.</li> <li>• Distinguish between different types of selling techniques such as up-selling and cross-selling.</li> <li>• Identify buying and usage pattern of customer and offer products accordingly.</li> <li>• List the complete range of products/services offered by the organization.</li> <li>• Compare the strengths and limitations of own product/services vis-à-vis with the competitors.</li> <li>• State and highlight new offers, promotions and schemes for the customers.</li> <li>• Discuss different ways to secure client commitment for buying product/services.</li> <li>• Explain the methods to achieve daily/weekly and monthly sales targets and profitability.</li> <li>• Describe the various activities to increase customer engagement and promote own brand.</li> </ul> | <ul style="list-style-type: none"> <li>• Follow proper dress code and personal hygiene while visiting for field work.</li> <li>• Use basic housekeeping techniques to maintain store/showroom hygiene.</li> <li>• Perform steps to organise stock and inventory as per the organizational requirements.</li> <li>• Display products at the store/showroom/outlet to increase sales.</li> <li>• Demonstrate the appropriate techniques to understand customer’s requirements.</li> <li>• Demonstrate basic selling techniques to sell own product/services by comparing it with the competitors’ products.</li> <li>• Use various intranet tools and Customer Relationship Management (CRM) software.</li> <li>• Type with speed and accuracy.</li> </ul> |
| <p><b>Classroom Aids:</b></p> <p>Laptop, white board, marker, projector</p>   |  |

### Tools, Equipment and Other Requirements

Complete range of handset, accessories, competitor's products Product  
Manuals, Customer Registration form, Sales record book

**Module 10: On-the-Job Training – Compulsory**  
***Mapped to Telecom Customer Care Executive – Call Center/Relationship Center***

|   |                                    |
|---|------------------------------------|
| <b>Mandatory Duration:</b> 00:00  | <b>Recommended Duration:</b> 90:00 |
| <b>Location: On-Site</b>  |                                    |
| <b>Terminal Outcomes</b>  |                                    |
| <ol style="list-style-type: none"><li>1. Use the Customer Relation Management (CRM) software and other intranet tools for various processes and record customer details in CRM software on daily basis.</li><li>2. Greet and initiate interaction with the walk-in customers.</li><li>3. Listen to the customers to understand customers’ requirements.</li><li>4. Work on multiple techniques to sell own product/services by using the features advantages benefits (FAB) approach.</li><li>5. Describe the USPs and strengths of the product/services to customers.</li><li>6. Handle customer complaints, queries or issues proficiently.</li><li>7. Support the customer in availing various offers and promotional schemes offered by the organization.</li><li>8. Call a customer using various etiquette such as opening greeting, security checks, and escalation protocol.</li><li>9. Calculate weekly/monthly performance against the set targets.</li><li>10. Work on sales related processes such as churning, collection, bad debt recovery, complaint resolution etc.</li><li>11. Create a report on the feedback scores received from the customers.</li><li>12. Adhere to uniform requirements, if any, with the help of some images.</li><li>13. Comply with company norms for greeting the customers and asking their requirements.</li><li>14. Attempt to type with speed and accuracy.</li></ol> |                                    |

**Module 11: On-the-Job Training – Elective 1**  
***Mapped to Telecom Customer Care Executive – Call Center***

|   |                                    |
|---|------------------------------------|
| <b>Mandatory Duration:</b> 00:00  | <b>Recommended Duration:</b> 30:00 |
| <b>Location:</b> On-Site  |                                    |
| <b>Terminal Outcomes</b>  |                                    |
| <ol style="list-style-type: none"><li>1. Apply different styles and ways of telemarketing as per the requirement.</li><li>2. Make and attend to calls using various intranet tools and telephony applications calls.</li><li>3. Build a sample script after analyzing the calling script received from the supervisor/manger.</li><li>4. Apply basic telephonic skills to interact with the customers.</li><li>5. Attain maximum productivity by attaining minimum call login time. Illustrate the methods to attain minimum call login time.</li><li>6. Show how to wrap up customer calls quickly, if required.</li><li>7. Use various methods to attain minimum call login time.</li><li>8. Record customer and call details in the Customer Relationship Management (CRM) software.</li></ol> |                                    |

**Module 12: On-the-Job Training – Elective 2**  
***Mapped to Telecom Customer Care Executive – Relationship Center***

|   |                                    |
|---|------------------------------------|
| <b>Mandatory Duration:</b> 00:00  | <b>Recommended Duration:</b> 30:00 |
| <b>Location:</b> On-Site  |                                    |
| <b>Terminal Outcomes</b>  |                                    |
| <ol style="list-style-type: none"><li>1. Adhere to proper dress code and personal hygiene while visiting for field work.</li><li>2. Apply basic housekeeping techniques to maintain store/showroom hygiene.</li><li>3. Organize stock and inventory as per the organizational requirements.</li><li>4. Record customer and call details in the Customer Relationship Management (CRM) software.</li><li>5. Document information with speed and accuracy.</li><li>6. Arrange the products at the store/showroom/outlet to increase sales.</li><li>7. Use the different techniques to understand customer’s requirements.</li><li>8. Apply basic selling techniques to sell own product/services.</li></ol> |                                    |

# Annexure

## Trainer Requirements

| Trainer Pre-requisites            |                |                              |                 |                     |                |                          |
|-----------------------------------|----------------|------------------------------|-----------------|---------------------|----------------|--------------------------|
| Minimum Educational Qualification | Specialization | Relevant Industry Experience |                 | Training Experience |                | Remarks                  |
|                                   |                | Years                        | Specialization  | Years               | Specialization |                          |
| Graduate                          | Any Stream     | 1                            | Client Handling | 0                   | NA             | Eligible for ToT Program |

| Trainer Certification   |   |
|---|---|
| Domain Certification  | Platform Certification  |
| Job Role: "Telecom Customer Care Executive – Call Center/Relationship Center, NSQF Level 3" "TEL/Q0100 v2.0"<br>Minimum accepted score is 80% | Job Role: "Trainer", "MEP/Q2601" v1.0,<br>Minimum accepted score is 80% |

## Assessor Requirements

| Assessor Prerequisites            |                |                              |                 |                     |                |                          |
|-----------------------------------|----------------|------------------------------|-----------------|---------------------|----------------|--------------------------|
| Minimum Educational Qualification | Specialization | Relevant Industry Experience |                 | Training Experience |                | Remarks                  |
|                                   |                | Years                        | Specialization  | Years               | Specialization |                          |
| Graduate                          | Any Stream     | 1                            | Client Handling | 0                   | NA             | Eligible for ToA Program |

| Assessor Certification  |  |
|---|--|
| Domain Certification  | Platform Certification   |
| Job Role: "Telecom Customer Care Executive – Call Center/Relationship Center, NSQF Level 3" "TEL/Q0100 v2.0"<br>Minimum accepted score is 80% | Job Role: "Assessor", "MEP/Q2701"<br>v1.0, Minimum accepted score is 80% |

## Assessment Strategy

### 1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SDSM/SIP or email
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys the ToA certified Assessor for executing the assessment
- SSC monitors the assessment process & records

### 2. Testing Environment:

- Confirm that the centre is available at the same address as mentioned on SDMS or SIP
- Check the duration of the training.
- Check the Assessment Start and End time to be as 10 a.m. and 5 p.m.
- If the batch size is more than 30, then there should be 2 Assessors.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
- Check the mode of assessment—Online (TAB/Computer) or Offline (OMR/PP).
- Confirm the number of TABs on the ground are correct to execute the Assessment smoothly.
- Check the availability of the Lab Equipment for the particular Job Role.

### 3. Assessment Quality Assurance levels / Framework:

- Question papers created by the Subject Matter Experts (SME)
- Question papers created by the SME verified by the other subject Matter Experts
- Questions are mapped with NOS and PC
- Question papers are prepared considering that level 1 to 3 are for the unskilled & semi-skilled individuals, and level 4 and above are for the skilled, supervisor & higher management
- Assessor must be ToA certified & trainer must be ToT Certified
- Assessment agency must follow the assessment guidelines to conduct the assessment

### 4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Center photographs with signboards and scheme specific branding
- Biometric or manual attendance sheet (stamped by TP) of the trainees during the training period
- Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos

### 5. Method of verification or validation:

- Surprise visit to the assessment location
- Random audit of the batch
- Random audit of any candidate

### 6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored
- Soft copies of the documents & photographs of the assessment are uploaded / accessed from Cloud Storage
- Soft copies of the documents & photographs of the assessment are stored in the Hard Drives



## References

## Glossary

|  |  |
|--|--|
| <b>Sector</b>                                | Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.  |
| <b>Sub-sector</b>                            | Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.   |
| <b>Occupation</b>                            | Occupation is a set of job roles, which perform similar/ related set of functions in an industry.  |
| <b>Job role</b>                              | Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.  |
| <b>Occupational Standards (OS)</b>           | OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts. |
| <b>Performance Criteria (PC)</b>             | Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.  |
| <b>National Occupational Standards (NOS)</b> | NOS are occupational standards which apply uniquely in the Indian context.   |
| <b>Qualifications Pack (QP)</b>              | QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.   |
| <b>Unit Code</b>                             | Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'  |
| <b>Unit Title</b>                            | Unit title gives a clear overall statement about what the incumbent should be able to do.  |
| <b>Description</b>                           | Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.   |
| <b>Scope</b>                                 | Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.  |

|  |  |
|--|--|
| <b>Knowledge and Understanding (KU)</b>        | Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.   |
| <b>Organisational Context</b>                  | Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.   |
| <b>Technical Knowledge</b>                     | Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.   |
| <b>Core Skills/ Generic Skills (GS)</b>        | Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles. |
| <b>Electives</b>                               | Electives are NOS/set of NOS that are identified by the sector as contributing to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.  |
| <b>Options</b>                                 | Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.  |
| <b>ACHT (Average call handling time)</b>       | The average recommended time to wrap up/close an interaction with a customer   |
| <b>AHT (Average hold time)</b>                 | The average recommended time a customer may be kept on hold during a phonetic interaction  |
| <b>Broadband</b>                               | The term broadband refers to the wide bandwidth characteristics of a transmission medium and its ability to transport multiple signals and traffic types simultaneously. The medium can be coax, optical fiber, twisted pair or wireless. In contrast, baseband, describes a communication system in which information is transported across a single channel          |
| <b>'CRM (Customer Relationship Management)</b> | Processes implemented to manage a company's interactions with customers and prospects'   |

|   |   |
|---|---|
| <b>Cross-sell</b>   | Cross-selling is the action or practice of selling among or between established clients, markets, traders, etc. or the action or practice of selling an additional product or service to an existing customer   |
| <b>Customer</b>   | A customer (also known as a client, buyer, or purchaser) is the recipient of a good, service, product, or idea, obtained from a seller, vendor, or supplier for a monetary or other valuable consideration. There are two types of customers – internal and external. Internal customers are employees, retailers, distributors and external customers are end users. |
| <b>'Customer care executive</b>                               | Customer care executive interacts with customers to provide answers to queries, requests or complaints involving a company's products or services'  |
| <b>Customer satisfaction scores/Instant engagement scores</b> | The metrics to measure the customer satisfaction level of the interaction with the customer service representative  |
| <b>Description</b>  | Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for   |
| <b>DTH (Direct to home)</b>                                   | DTH is defined as the reception of satellite programmes with a personal dish in an individual home. DTH does away with the need for the local cable operator and puts the broadcaster directly in touch with the consumer   |
| <b>Escalation matrix</b>                                      | The channel for escalating the issue/problem of the customer to a supervisor or senior who possesses more expertise in handling and resolving customer concern.   |
| <b>Function</b>   | Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS   |
| <b>Helpdesk</b>   | A single desk to reach out for the customer for getting response to his queries, requests or complaints. A help desk is manned by specialists who are well versed with their organization and it's products and services  |
| <b>Intranet tools</b>   | Internal tools/applications of an organization that work only within the network of the organization  |
| <b>Job role</b>   | Job role defines a unique set of functions that together form a unique employment opportunity in an organization  |

|  |  |
|--|--|
| <b>Knowledge and Understanding</b>           | Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge   |
| <b>NOS (National Occupational Standards)</b> | NOS are Occupational Standards which apply uniquely in the Indian context  |
| <b>Occupation</b>                            | Occupation is a set of job roles under which role-holders perform similar/related set of functions in an industry  |
| <b>OS (Occupational Standards)</b>           | OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts |
| <b>Performance Criteria</b>                  | Performance Criteria are statements that together specify the standard of performance required when carrying out a task  |
| <b>QP (Qualifications Pack)</b>              | Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.  |
| <b>Qualifications Pack Code</b>              | Qualifications Pack Code is a unique reference code that identifies a qualifications pack  |
| <b>Scope</b>                                 | Scope is a set of statements specifying the range of variables that an individual may have to deal with, in carrying out the function which has a critical impact on the quality of performance required   |
| <b>Sector</b>                                | 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   |
| <b>Sell</b>                                  | Selling is an act of promotion and influencing customers to buy a product or service, in return for money or other compensation  |
| <b>Service Provider</b>                      | Is a sub sector to Telecom and consists of companies/organizations who provide service related to communications to the public   |
| <b>Shop/Showroom/Outlet</b>                  | Is a retail store of a company/franchisee in which products are on sale, in a space created by the brand or company  |

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

## Acronyms and Abbreviations

|        |   |
|--------|---|
| NOS    | National Occupational Standard(s)               |
| NSQF   | National Skills Qualifications Framework        |
| QP     | Qualifications Pack                             |
| TVET   | Technical and Vocational Education and Training |
| ACHT   | Average call handling time                      |
| AHT    | Average handling time                           |
| GSM    | Global system for mobile communications         |
| POA    | Proof of address                                |
| POI    | Proof of identity                               |
| QRC    | Query Request Complaints                        |
| SLA    | Service level agreement                         |
| TAT    | Turnaround time                                 |
| w.r.t. | With respect to                                 |