

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR TELECOM INDUSTRY

What are Occupational Standards(OS)?

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

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Introduction

Qualifications Pack-Customer Care Executive (Repair Centre)

SECTOR: TELECOM

SUB-SECTOR: Handset

OCCUPATION: Customer Service

REFERENCE ID: TEL/Q2200

ALIGNED TO: NCO-2015/5242.0301

Customer Care Executive in the Handset industry is also known as Customer Service Representative/Showroom Executive/Customer Relationship Officer/Customer Service Executive/Repair Centre Executive.

Brief Job Description: Individuals at this job provide customer service by interacting with walk-in customers. They also handle, follow-up and resolve customer's queries, requests and complaints, in a timely manner.

Personal Attributes: This job requires the individual to have good communication skills with a clear diction ability to construct simple and rational sentences; ability to comprehend simple English sentences; regional language proficiency; strong customer service focus; pleasant personality; should be self-motivated and a team player with ability to work under pressure.

Job Details	Qualifications Pack Code	TEL/Q2200		
	Job Role	Customer Care Executive (Repair centre)		
	Credits NSQF	TBD	Version number	1.0
	Sector	Telecom	Drafted on	16/05/2013
	Sub-sector	Handset	Last reviewed on	29/04/2015
	Occupation	Customer Service	Next review	31/05/2017
	NSQF Clearance on	18/06/2015		

Job Role	Customer care executive (Repair centre)
Role Description	Providing service support to customers walking in at the shop/showroom/relationship centre/repair centre, with handset/accessory related queries/issues
NSQF level	4
Minimum Educational Qualifications*	10+2 or equivalent
Maximum Educational Qualifications*	Graduate in any stream
Training (Suggested but not mandatory)	Computer fundamentals training course Basic communication skill training (Expected at entry level)
Minimum Job Entry Age	18 Years
Experience	0-1 year of work experience
Applicable National Occupational Standards (NOS)	(Click to open the below hyperlinks) Compulsory: 1. TEL/N2200 (Managing queries / complaints of walk-in customers) 2. TEL/N2201 (Identify issues and troubleshoot) 3. TEL/N2202 (Co-ordination for replacement/repair) Optional: Not applicable
Performance Criteria	As described in the relevant OS units

Definitions

Keywords /Terms	Description
CRM (Customer Relationship Management)	Processes implemented to manage a company's interactions with customers and prospects
Customer	A customer (also known as a client, buyer, or purchaser) is the recipient of a good, service, product, or idea, obtained from a seller, vendor, or supplier for a monetary or other valuable consideration. There are two types of customers – internal and external. Internal customers are employees, retailers, distributors and external customers are end users
Customer care executive	Customer care executive interacts with customers to provide answers to queries, requests or complaints involving a company's products or services
Customer satisfaction scores/Instant engagement scores	The metrics to measure the customer's satisfaction level of their interaction with the customer service representative
Cross selling	A 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
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for
DOA (Dead on arrival)	In the unlikely event the customer receives a DOA (Dead On Arrival) phone; they must submit the handset at the outlet it has been purchased from. Within a given time of receipt of phone for exchange, the customer would be given a replacement unit for one of the like quality and/or value, with no additional charge
Escalation matrix	The channel for escalating the issue/problem of the customer to a supervisor or senior who possesses more expertise in handling and resolving customer's concern
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS
Helpdesk	A single desk to reach out for the customer for getting response to his queries, requests or complaints. A help desk is manned by specialists who are well versed with their organization and its products and services
Intra net tools	Internal tools/applications of an organization that work only within the network of the organization
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
Job sheet	A page of instruction to aid a worker in performing a task

Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge
Level 1 specialists	Level 1 specialists are the front end customer care executives who identify issue with customer's handset and resolve them online or route it to the next level
Level 2 specialists	Level 2 specialists are the back-end technical executives who identify the technical issue with customer's handset and resolve issues which could not be resolved at Level 1
Level 3 specialists	Level 3 specialists are the back end technical executives who identify the technical issue with customer's handset and resolve issues which could not be resolved at Level 1 and 2
Litmus test	A test using litmus paper to indicate the acidity or alkalinity of a solution
NOS (National Occupational Standards)	NOS are Occupational Standards which apply uniquely in the Indian context
Occupation	Occupation is a set of job roles under which role-holders perform similar/related set of functions in an industry
OS (Occupational Standards)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts
OS (Operating System)	An operating system (OS) is a collection of software that manages hardware resources and provides common services for devices. It controls all basic operations of smart phones. The OS allows the user to install and execute 3 rd party applications usually adding new functionalities to the devices
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
QP (Qualifications Pack)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Repair	Is a condition where customer's handset is damaged and needs refurbishing. The handset is taken by the customer to the repair centre for refurbishing
Replacement	Is also known as handset swap. When the handset unit or accessories are damaged and fulfilling certain condition
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with, in carrying out the function which has a critical impact on the quality of performance required

Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests
Shop/Showroom/Outlet	Is a retail store of a company/franchisee in which products are on sale, in a space created by the brand or company
SLA (Service level agreement)	An agreement or contract for the level of service to be provided
Specialists	Subject matter experts having domain experience, knowledge and expertise and can handle customer queries, requests and complaints
Sub-functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components
TAT (Turn around time)	The time taken to resolve a request or a complaint of the customer
Telecom	Is a communication sector consisting of companies who provide telephonic communication facilities to the public
Unit Code	Unit Code is a unique identifier for an OS unit, which can be denoted with either an 'O' or an 'N'
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do
Up selling	A sales strategy where the seller provide opportunities to purchase related products or services, often for the sole purpose of making a larger sale
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry
Warranty	A written guarantee, issued to the purchaser of an article by its manufacturer, promising to repair or replace it if necessary within a specified period of time

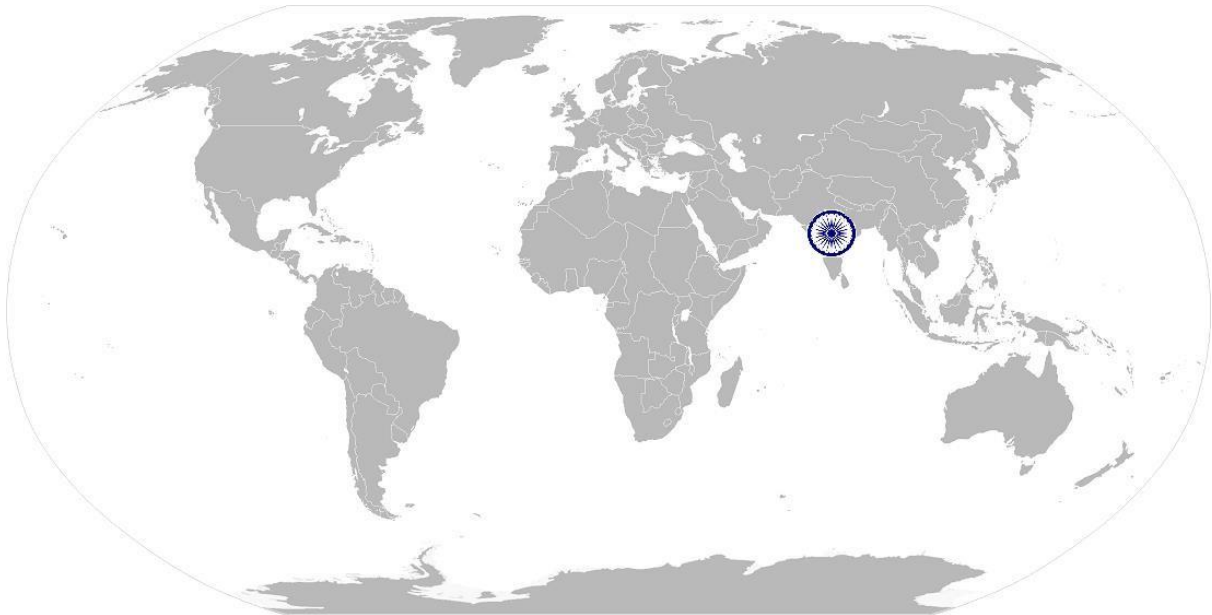
Acronyms	Keywords /Terms	Description
	CRM	Customer relationship management
	DOA	Dead on arrival
	Q R C	Query Request Complaints
	SLA	Service level agreement
	TAT	Turnaround time
	wart.	With respect to

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TEL/N2200

Managing queries / complaints of walk-in customers

National Occupational Standard



Overview

This unit is about managing queries/complaints of walk-in customers.

TEL/N2200

Managing queries / complaints of walk-in customers

Handset

Unit Code	TEL/N2200
Unit Title (Task)	Managing queries / complaints of walk-in customers
Description	This OS unit is about managing store and queries/complaints of walk-in customers
Scope	<p>This unit/task covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> customer care executives customers <p>Store management and attend walk-in customers</p>
Performance Criteria(PC) w.r.t. the Scope:	
Element	Performance Criteria
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. adhere to specified uniform/dress code and other grooming guidelines</p> <p>PC2. attend walk-in customers through token or ticket management</p> <p>PC3. capture queries/complaints of walk-in customers in CRM, register or MS Excel</p> <p>PC4. record daily number of walk-ins, units accepted for repair and replacement in the job sheets</p>
Knowledge and Understanding	
A. Organizational Context (Knowledge of the company / organization & its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. organizational guidelines w.r.t. standard uniform and name badges</p> <p>KA2. tasks of each department in order to route the issue to the concerned department, for a quick resolution</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. store management process and service entries in CRM or MS Excel and in the job sheet</p> <p>KB2. token and ticket management process</p>
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. write job sheet and other reporting formats</p>

TEL/N2200

Managing queries / complaints of walk-in customers

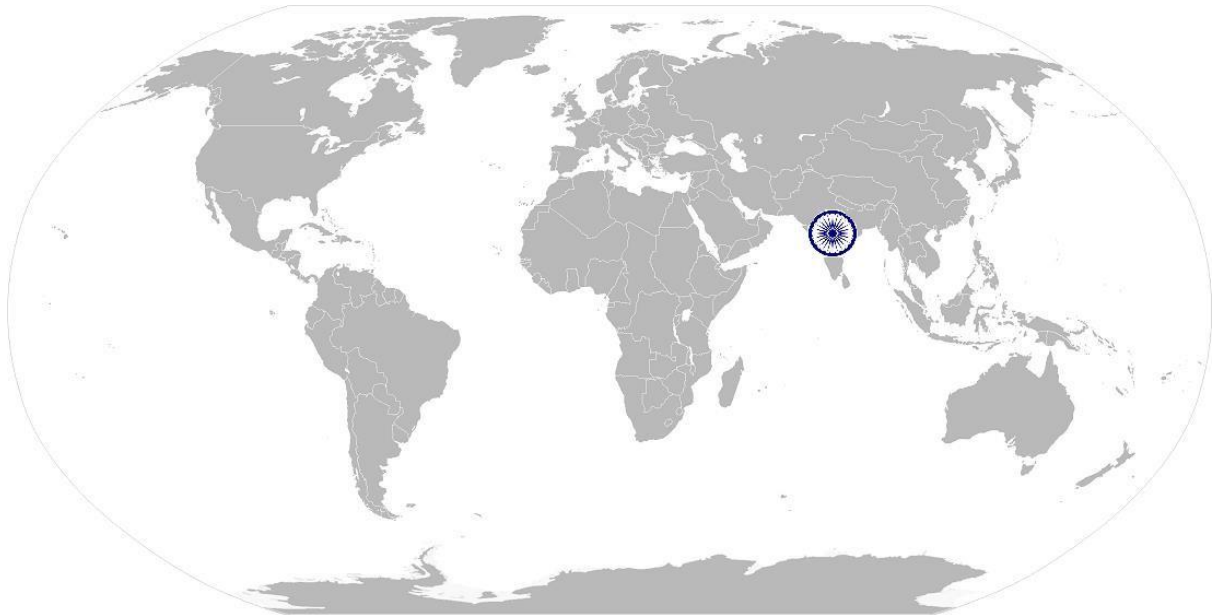
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA2. fluently speak and comprehend English and/or the regional language SA3. gauge customer’s communication style and respond appropriately SA4. clearly communicate with peers/seniors about tasks at the repair center/shop/showroom/outlet
B. Professional Skills	Business Etiquette
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB1. look presentable according to organizational grooming guidelines/ professional grooming standards
	Time Management
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB2. manage time while performing multiple responsibilities at the repair center SB3. prepare assigned reports within specified time limits



TEL/N2201

Identify issues and troubleshoot

National Occupational Standard



Overview

This unit is about classification of problems/issues in the handset/accessories of walk-in customers and troubleshooting them.

TEL/N2201

Identify issues and troubleshoot

National Occupational Standard

Unit Code	TEL/N2201
Unit Title (Task)	Identify issues and troubleshoot
Description	This OS unit is about identification and troubleshooting problems/issues in handset/accessories of the walk-in customers
Scope	<p>This unit/task covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> customer care executives customers L2 and L3 specialists <p>Classification of handset/accessories issues as:</p> <ul style="list-style-type: none"> level 1 level 2 level 3 <p>Troubleshoot problems/issues of the customer</p>
Performance Criteria(PC) w.r.t. the Scope:	
Element	Performance Criteria
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. probe and perform checks for symptoms and identify root cause of the handset/accessory issue</p> <p>PC2. classify and troubleshoot root cause of handset/accessory issue, to be dealt at frontend (level 1) or backend (levels 2 & 3)</p> <p>PC3. provide software and hardware support for various operating systems</p> <p>PC4. recommend customers on software updates like latest operating system/upgrades, wherever applicable</p> <p>PC5. obtain handover of handset with accessories and provide job sheet to customers, if and when required</p> <p>PC6. identify opportunity for cross-sell or up-sell and execute</p> <p>PC7. handle objections rationally and patiently</p>
Knowledge and Understanding	
A. Organizational Context (Knowledge of the company / organization & its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. importance of the role in representing the organization</p> <p>KA2. internal escalation to levels like levels 2 and 3</p>

TEL/N2201

Identify issues and troubleshoot

B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KB1. product offered by the organization and various operating systems of handsets KB1. latest technology updates and possible errors & troubleshooting KB2. hardware and software issues KB3. series of tests like litmus test, physical damage check, battery test etc., to troubleshoot handset/accessory issues
Skills (S)	
A. Core Skills/ Generic Skills	Reading and Comprehension Skills
	<p>The user/ individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA1. read and comprehend new handset updates/upgrades and types of issues prevalent in the market SA2. keep abreast with the latest knowledge by reading brochures, leaflets and pamphlets
	Oral Communication (Listening and Speaking skills)
B. Professional Skills	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA3. fluently speak and comprehend English and/or the regional language SA4. gauge customer's communication style and respond appropriately SA5. be patient and listen attentively SA6. clearly communicate with the peers/seniors about tasks at the repair center/shop/showroom/outlet
	Interpersonal
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB1. present a pleasant personality and enjoy communicating with people SB2. effectively translate and convey information SB3. accurately interpret other's emotions and respond empathetically SB4. be sensitive to other's feelings and calmly resolve conflicts SB5. switch over to customer's language to create comfort
B. Professional Skills	Relationship Building
	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> SB6. handle irate or abusive customers SB7. display courtesy and professionalism SB8. build rapport with customers to create positive experience for them

TEL/N2201

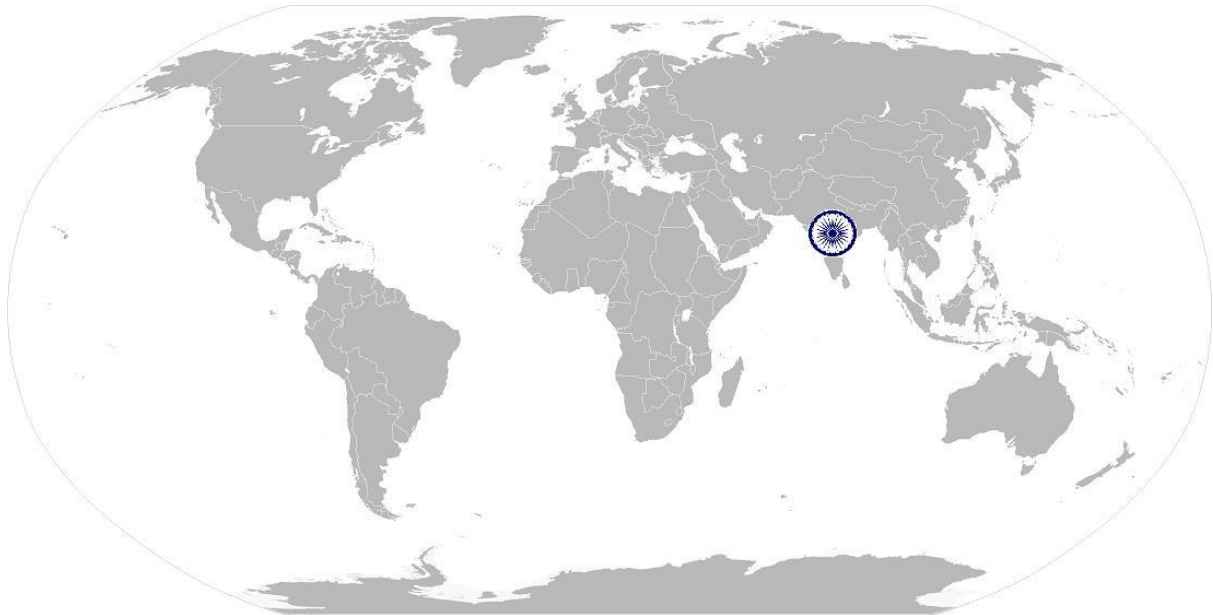
Identify issues and troubleshoot

	Time Management
	The user/individual on the job needs to know and understand how to: SB9. manage one's own time with multiple responsibilities at the repair center/shop/store/showroom/outlet SB10. prepare assigned reports within available time limits
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB11. define issue/problem after relevant questioning from the customer SB12. generate and evaluate alternatives SB13. implement solution by taking necessary action and agreement of acceptance from the customer
	Analytical Skills
The user/individual on the job needs to know and understand how to: SB14. identify and analyze root cause of the problem for a non- working/damaged handset/accessories	
Objection Handling Skills	
The user/individual on the job needs to know and understand how to: SB15. cope with criticism of customers and constructively mould the same into a positive impression about the organization SB16. empathize with customer's problems, criticism and suggestions SB17. address customer's problems before following your script, if any SB18. address customer's complete concerns before closure of the conversation	

TEL/N2202

Co-ordination for replacement/repair

National Occupational Standard



Overview

This unit is about replacing/repairing handset/accessories of walk-in customers, basis organizational policies.

TEL/N2202

Co-ordination for replacement/repair

Handset	Unit Code	TEL/N2202
	Unit Title (Task)	Co-ordinate for replacement/repair
	Description	This OS unit is about replacing/repairing handset/accessories of the walk-in customers
	Scope	<p>This unit/task covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> customer care executives customers L2 and L3 specialists <p>Replace/repair handset/accessories</p>
	Performance Criteria(PC) w.r.t. the Scope:	
	Element	Performance Criteria
		<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. check handset warranty and inform charges for repair/replacement, if applicable</p> <p>PC2. check for dead on arrival handset and adhere to the DOA policy</p> <p>PC3. inform resolution TAT (Turn Around Time) to the customer</p> <p>PC4. resolve device issues in co-ordination with L2 & L3, if required</p> <p>PC5. handover handset with accessories along with the job sheet to backend, within TAT (Turn Around Time)</p> <p>PC6. call customer to inform TAT (Turn Around Time) for collection of repaired/replaced handset/accessory and repair charges</p> <p>PC7. obtain handset with accessories handover from backend</p> <p>PC8. handover repaired/replaced handset/accessory to customer within TAT (Turn Around Time) and collect payment, as applicable</p> <p>PC9. adhere to organizational replacement/repair policy</p> <p>PC10. follow escalation matrix</p>
	Knowledge and Understanding	
	A. Organizational Context (Knowledge of the company / organization & its process relevant to area of responsibilities)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. pre-defined charging slabs, service and repair TAT, as per the organization guidelines</p> <p>KA2. warranty guidelines and ticket management process</p> <p>KA3. service entry process in CRM/MS Excel/paper register and in job sheet</p> <p>KA4. internal escalation levels like levels 2 and 3</p>

TEL/N2202

Co-ordination for replacement/repair

<p>B. Technical Knowledge (To accomplish specific designated responsibilities)</p>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KB1. product offered by the organization and various operating systems of handsets KB2. repair/replacement TAT of the company KB3. each department's task handling, in order to route issue to the concerned department (L2/L3), for a quick resolution KB4. dead on arrival (DOA) process guidelines KB5. process steps for repair/replacement and co-ordination with internal departments
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills (Group of skills for learning / working in today's world)</p>	<p>Reading and Comprehension Skills</p>
	<p>The user/ individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA1. read and comprehend about prevalent technical limitations/bugs and upgrades available to address them.
	<p>Oral Communication (Listening and Speaking skills)</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA2. fluently speak and comprehend English and/or the regional language SA3. gauge customer's communication style and respond appropriately SA4. clearly communicate with peers/seniors about tasks at the repair center/shop/showroom/outlet
<p>B. Professional Skills (Group of skills for learning / working in today's world)</p>	<p>Interpersonal</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB1. present a pleasant personality and enjoy communicating with people SB2. effectively translate and convey information SB3. accurately interpret other's emotions and respond empathetically SB4. be sensitive to other's feelings and calmly resolve conflicts SB5. switch over to customer's language to increase comfort level
	<p>Relationship Building</p>
<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> SB6. handle irate or abusive customers SB7. display courtesy and professionalism SB8. be patient and listen attentively SB9. build rapport with customers, to create a positive experience for them 	

TEL/N2202

Co-ordination for replacement/repair

	Time Management
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB10. manage time while performing multiple responsibilities at the repair centre SB11. prepare assigned reports within available time limits</p>
	Problem Solving
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB12. define issue/problem after relevant questioning from the customer SB13. generate and evaluate alternatives SB14. implement solution by taking necessary action and agreement of acceptance from the customer</p>
	Objection Handling Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB15. cope with criticism of customers and constructively mould the same into a positive impression about the organization SB16. empathize with customer's problems, criticism and suggestions SB17. address customer's problems before following your script, if any SB18. address customer's complete concerns before closure of the conversation</p>

