

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 (Call Center)

SECTOR: TELECOM

SUB-SECTOR: Service Provider

OCCUPATION: Customer Service

REFERENCE ID: TEL/Q0100

ALIGNED TO: NCO-2015/5244.0303

Customer Care Executive in the Telecom industry is also known as Customer Service Representative/ Customer Service Associate / Customer Service Advisor / Customer Relationship Officers / Call Centre Executive

Brief Job Description: Individuals at this job provide customer service support to an organization by interacting with their customers over the phone. They also handle, follow 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 sensible sentences; ability to comprehend simple English sentences; good problem solving skills and ability to approach problems logically; strong customer service focus; ability to work under pressure and active listening skills. The individual should also be willing and comfortable to work in shifts.

Definitions

Keywords /Terms	Description
ACHT (Average call handling time)	The average recommended time to wrap up/close an interaction with a customer
AHT (Average hold time)	The average recommended time a customer may be kept on hold during a phonetic interaction
Broadband	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
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, business and external customers are users
Customer care executive	Customer care executive is a person who interacts with customers to provide answers to queries, requests and complaints involving a company's products or service
Customer satisfaction scores/Instant engagement scores	The metrics to measure the customer's satisfaction level of the interaction with the customer service representative
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
DTH (Direct to home)	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
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

Intranet 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
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge and expertise
NOS (National Occupational Standards)	NOS are Occupational Standards which apply uniquely in the Indian context
Nodal Desk	Nodal desk is the grievance redressal desk for handling process related and legal escalations of customers
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
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
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
Service Provider	Is a sub sector to Telecom and consists of companies/organizations who provide service related to communications to the public
SLA (Service level agreement)	An agreement or contract for the level of service to be provided
Specialists	Subject matter expertshave the domain experience, knowledge and expertise and can handle customer queries, requests and complaints

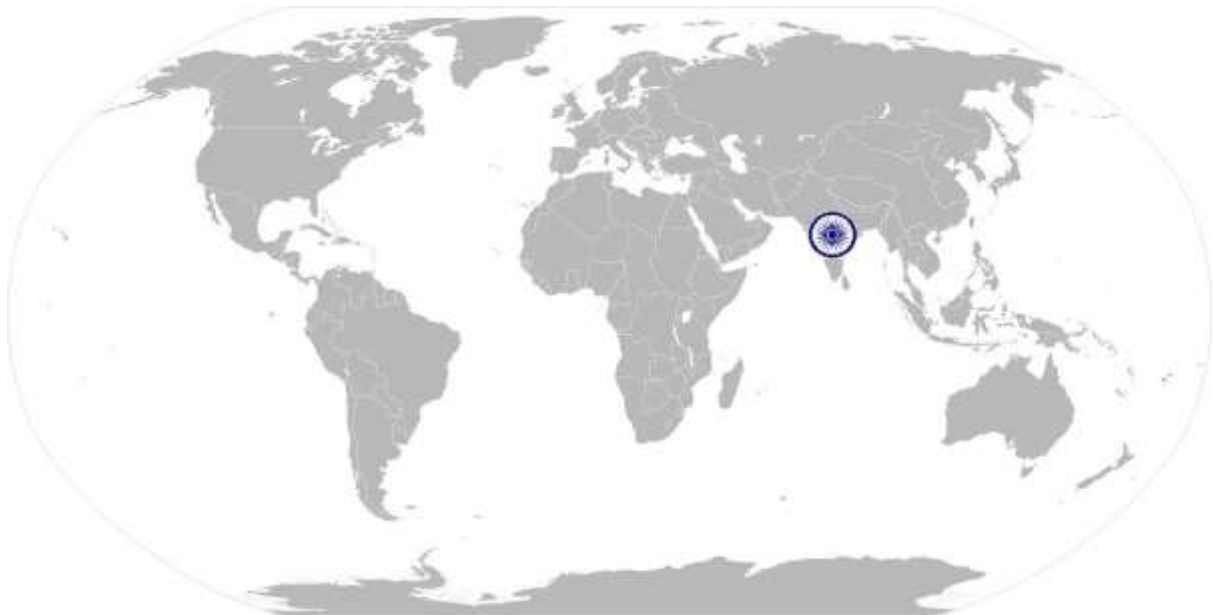
Sub-functions	Sub-functions are sub-activities essential to fulfill achievement of the objectives of the function
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components
Tagging	The process of capturing customer's interaction in CRM
TAT (Turn around time)	The time taken to resolve a request or a complaint of the customer
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities
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
VAS (Value added service)	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.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry

Acronyms

Keywords /Terms	Description
ACHT	Average call handling time
AHT	Average handling time
GSM	Global system for mobile communications
POA	Proof of address
POI	Proof of identity
Q R C	Query Request Complaints
SLA	Service level agreement
TAT	Turn around time
w.r.t.	With respect to

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National Occupational Standard



Overview

This unit is about attending/making voice calls to the customers via phone by a Customer Care Executive.

Attend/Make customer calls

National Occupational Standard

Unit Code	TEL/N0100
Unit Title (Task)	Attend/Make customer calls
Description	This OS unit is about providing service assistance to customers via phone
Scope	<p>This unit/task covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> • customers • employees • customer care executive <p>Attending voice calls of customers:</p> <ul style="list-style-type: none"> • inbound <p>Making voice calls to customers:</p> <ul style="list-style-type: none"> • outbound
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. attain minimum call login time/dials/customer contacts and attendance for the number of days specified</p> <p>PC2. balance total number of minutes spent talking to the customer, within specified limits</p> <p>PC3. restrict total number of minutes customer is put on hold, within given time limits</p> <p>PC4. attain total number of minutes spent wrapping up calls/notations/tagging within given time limits</p> <p>PC5. achieve minimum typing speed and accuracy as specified for the job role</p>
Knowledge and Understanding	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. role and importance of the helpdesk in supporting business operations</p> <p>KA2. the concept of ACHT and AHT, its significance in the overall profitability of the business and how the job relates to the ACHT and AHT</p> <p>KA3. significance of the intranet tools and telephony application available, in order to attend a customer's call</p> <p>KA4. importance of attendance in time at office /minimum call login hours/typical response time/service time of processes, products and services</p> <p>KA5. the importance of clear and honest communication so that the customer is</p>

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Attend/Make customer calls

	<p>clear about what is being committed</p> <p>KA6. the importance of respect for self, respect for others and the environment</p> <p>KA7. difference between 'desirable' and 'undesirable' communication</p> <p>KA8. company procedures set for execution of the job role/handling company property/maintaining confidentiality of the customer data</p> <p>KA9. violation of the code of ethics and corrective measures thereof</p> <p>KA10. out bound calls to customers must not be initiated during unreasonable hours i.e. before 8:00am or after 9:00pm (local time at called party's location)</p> <p>KA11. the workplace ergonomics for performing the daily tasks</p> <p>KA12. need for adequate rest breaks or pauses during working hours</p>
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. basic working of a computer</p> <p>KB2. how to receive and make calls, including answering the call within specified number of rings, call forward, call hold and call transfer</p> <p>KB3. the basic functionalities of the relevant applications used to search customer details in the database, within the specified time limits</p> <p>KB4. all relevant applications, to be able to swap quickly amongst applications for quick call wrap up</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Reading Skills</p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. read and comprehend about organization's new products and services through intranet portal</p> <p>SA2. keep abreast with the latest information on products and services, by reading brochures, pamphlets and daily briefing sheets, to reduce the ACHT</p> <hr/> <p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. record complete and correct customer discussions in the call logs in CRM, within the ACHT</p> <p>SA4. formulate sentences without any grammatical errors</p> <p>SA5. record precise and clear information for analysis by other departments</p>

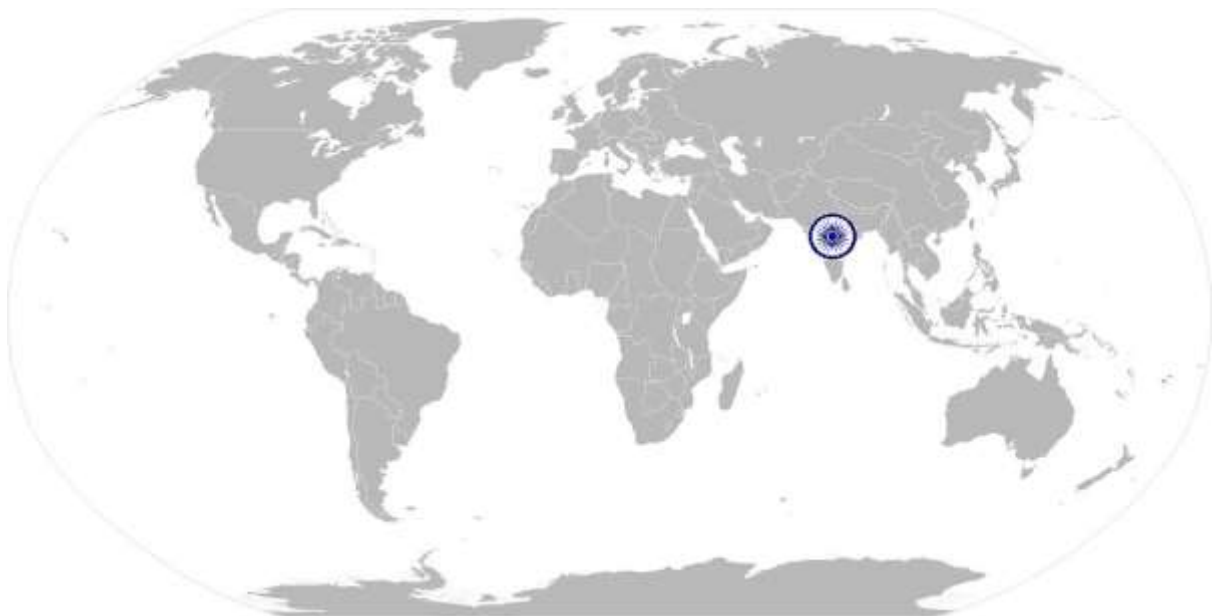
	Comprehension Skills
	The user/individual on the job needs to know and understand how to: SA6. mention remarks in CRM on customer Q R C within the ACHT SA7. identify with the problem narrated by the customer, interpret and communicate the same for apt resolution, within the ACHT
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA8. fluently speak and understand English and the regional language SA9. gauge the customer’s communication style and respond appropriately SA10. probe customers using appropriate open and close ended questions to understand the nature of problem, without any pre-conclusions SA11. give clear instructions to customers SA12. avoid using jargons, slang, technical terms and acronyms when communicating with customers
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. make decisions to categorize customer’s interaction
	Customer Centricity
	The user/individual on the job needs to know and understand: SB2. how to manage relationship with irate customers SB3. how to display courtesy and professionalism while interacting with the customers SB4. how to be patient and attentively listen to the customer SB5. how to build rapport with the customer to secure pleasant and positive experience
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB6. identify immediate and/or temporary solutions to be given to the customers SB7. comprehend the problem, identify the solution(s) and suggest the best possible solution to the customer SB8. educate customersto resolve their technical issues

Attend/Make customer calls

	Objection Handling
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB9. cope with criticism of customers and constructively mould the same into a positive impression about the organization SB10. empathize with customer’s problems, criticism and suggestions SB11. address customer’s problems before following your given script SB12. address customer’s complete concerns before ending the call
	Selling Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB13. maintain self-confidence while conversing with the customers SB14. effectively influence customers for choosing the right product SB15. create awareness about product/process/VAS/Data in the customers SB16. assess customer’s needs and expectations and address them accordingly



National Occupational Standard



Overview

This unit is about providing support to customers over the phone. It also encompasses handling, resolving and following up for resolutions to their concerns, in a timely manner.

Resolving customer query, request and complaint

Unit Code	TEL/N0101
Unit Title (Task)	Handling customer's query, request and complaint
Description	This OS unit is about handling queries, requests and complaints of the customer for telecom services
Scope	<p>This unit/task covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> • customers • employees • customer care executive <p>Listening to customer's:</p> <ul style="list-style-type: none"> • queries • requests • complaints <p>Maintaining call handling time while handling calls for:</p> <ul style="list-style-type: none"> • inbound • outbound
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. categorize customer's interaction as a query, request or a complaint</p> <p>PC2. verify customer's details for any account related information</p> <p>PC3. obtain sufficient information from the customers to login their query, request or complaint</p> <p>PC4. address customer's query, request or complaint on the basis of categorization</p> <p>PC5. provide estimate of resolution time to the customer, if an immediate solution cannot be found on-call</p> <p>PC6. record the customer's interaction as a query, request or a complaint</p> <p>PC7. refer problem to a supervisor/floor support/manager, if unable to resolve on-call</p> <p>PC8. resolve at least 80% of first level complaints at front end, without any further escalations</p>

Knowledge and Understanding	
<p>A. Organizational Context (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KA1. current tariffs/recharges/plans/VASs/data products/broadband/other products&services and documents relevant to controlled states like Jammu & Kashmir, NESAs etc. KA2. turnaround time(TAT)/Service Level Agreements (SLA) of various processes KA3. the process of escalation of query, request and complaint KA4. the importance of clear and honest communication so that the customer is clear about what is being committed KA5. the importance of respect for self, respect for others and the environment KA6. difference between 'desirable' and 'undesirable' communication KA7. company procedures set for execution of the job role/handling company property/maintaining confidentiality of the customer data KA8. violation of the code of ethics and corrective measures thereof KA9. out bound calls to customers must not be initiated during unreasonable hours i.e. before 8:00am or after 9:00pm (local time at called party's location) KA10. the workplace ergonomics for performing the daily tasks KA11. need for adequate rest breaks or pauses during working hours
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KB1. basic working of a computer to be able to multi-task KB2. how to fetch information about product/process/services or process a customer's interaction from informational intranet tools KB3. how to use the CRM applications in order to fetch customer's account details and verify his account KB4. basic concepts of GSM and CDMA technology and awareness of data technology
Skills (S) (Optional)	
<p>A. Core Skills/ Generic Skills</p>	<p>Reading 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 about organization's new products and services through intranet portal SA2. keep abreast with the latest information on products and services, by reading brochures, pamphlets and daily briefing sheets, to reduce the ACHT
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA3. record complete and correct customer discussions in the call logs in

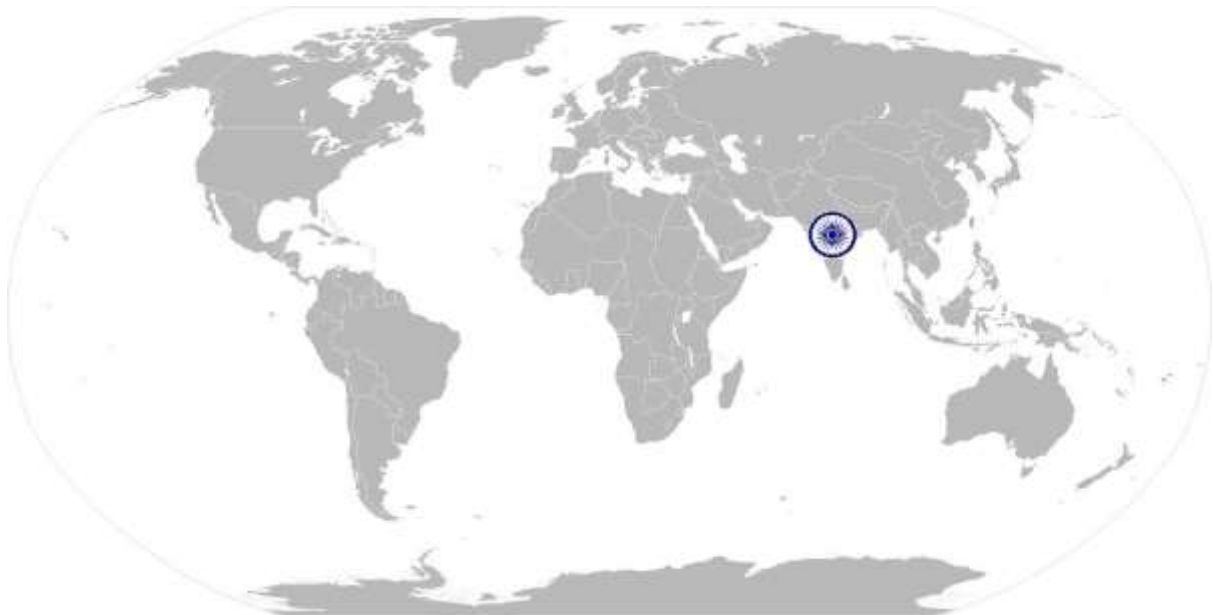
Resolving customer query, request and complaint

	<p>CRM within the ACHT</p> <p>SA4. formulate sentences without any grammatical errors</p> <p>SA5. record precise and clear information for analysis by other departments</p>
	<p>Comprehension Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. mention remarks in CRM on customer Q R C within the ACHT</p> <p>SA7. identify with the problem narrated by the customer, interpret and communicate the same for apt resolution, within the ACHT</p>
	<p>Oral Communication (Listening and Speaking skills)</p>
B. Professional Skills	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA8. fluently speak and understand English and the regional language</p> <p>SA9. respond to customer’s question with a relevant answer</p> <p>SA10. gauge customer’s communication style and respond appropriately</p> <p>SA11. probe customers using appropriate open and close ended questions to understand the nature of problem</p> <p>SA12. give clear instructions to customers</p> <p>SA13. avoid using jargons, slang, technical terms and acronyms when communicating with customers</p>
	<p>Decision Making</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make decisions to categorize customer’s interaction basis urgency, to offer quick resolutions</p>
	<p>Customer Centricity</p>
	<p>The user/individual on the job needs to know and understand:</p> <p>SB2. how to manage relationship with irate customers</p> <p>SB3. how to display courtesy and professionalism while interacting with the customers</p> <p>SB4. how to be patient and attentively listen to the customer</p> <p>SB5. how to build rapport with the customer to secure pleasant and positive experience</p>

Resolving customer query, request and complaint

	Problem Solving
	The user/individual on the job needs to know and understand how to:
	SB6. identify immediate and/or temporary solutions to be given to the customers
	SB7. comprehend the problem, identify the solution(s) and suggest the best possible solution to the customer
	SB8. educate customersto resolve their technical issues
Objection Handling	
The user/individual on the job needs to know and understand how to:	
SB9. cope with criticism of customers and constructively mould the same into a positive impression about the organization	
SB10. empathize with customer’s problems, criticism and suggestions	
SB11. address customer’s problems before following your given script	
SB12. address customer’s complete concerns before ending the call	
Navigation Skills	
The user/individual on the job needs to know and understand how to:	
SB13. navigate through multiple applications within respectable time limits	

National Occupational Standard



Overview

This unit is about developing a relationship with customers by resolving their concerns and building a rapport through excellent customer service.

Unit Code	TEL/N0102
Unit Title (Task)	Develop customer relationship
Description	This OS unit is about developing healthy and strong rapport/relationship with the existing as well as prospective customers
Scope	<p>This unit/task covers the following:</p> <p>Build rapport with:</p> <ul style="list-style-type: none"> existing customers prospect customers <p>Service to customers:</p> <ul style="list-style-type: none"> inbound outbound
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. categorize customers as per their value and urgency of his Q R C and provide quick response</p> <p>PC2. capture customer feedback in a timely manner</p> <p>PC3. exceed the specified maximum level of customer satisfaction scores and ensure instant customer feedback</p> <p>PC4. provide complete resolution and escalate where necessary, to minimize repeat call percentage</p> <p>PC5. adhere to organizational guidelines w.r.t. to ACHT and AHT</p> <p>PC6. reassure customers of service promises made by the organization</p> <p>PC7. balance customer's expectations with the organization's service offerings</p> <p>PC8. give additional information to customers in response to their questions and comments about the service</p> <p>PC9. initiate greeting in customer's preferred language and switch to language spoken by the customer on-call</p> <p>PC10. avoid use of jargons, slangs and technical words</p> <p>PC11. maintain a flow of conversation keeping the caller informed of action being taken</p> <p>PC12. educate customers about new offers/products/services, as per their usage pattern and specific needs</p> <p>PC13. maintain appropriate levels of confidence of customer data, throughout the call</p>

Knowledge and Understanding	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. role and importance of the helpdesk in supporting business operations KA2. ACHT and AHT parameters as per organizational standards KA3. process of escalation of query, request and complaint KA4. importance of timely and quick response, first time resolution and customer retention / long term relationship with the customer KA5. how to behave assertively and professionally
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. latest telecom technologies prevalent in the market KB2. how to fetch required information about product/process/services from intranet tools, for processing customer's interaction KB3. basic working of a computer KB4. typical problems voiced by the customers, and their solutions KB5. the limitations of your organization's service offering
Skills (S)	
A. Core Skills/ Generic Skills	Reading Skills
	The user/ individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA1. read about organization's new products and services through intranet portal SA2. keep abreast with the latest information on products and services, by reading brochures, pamphlets and daily briefing sheets, to reduce the ACHT
	Writing Skills
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA3. record complete and correct customer discussions in the call logs in CRM within the ACHT SA4. formulate sentences without any grammatical errors SA5. record precise and clear information for analysis by other departments
	Comprehension Skills

Develop customer relationship

	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. mention remarks in CRM on customer Q R C within the ACHT</p> <p>SA7. identify with the problem narrated by the customer, interpret and communicate the same for apt resolution, within the ACHT</p>
	<p>Oral Communication (Listening and Speaking skills)</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA8. fluently speak and understand English and the regional language</p> <p>SA9. respond to customer’s question with a relevant answer</p> <p>SA10. gauge customer’s communication style and respond appropriately</p> <p>SA11. probe customers using appropriate open and close ended questions to understand the nature of problem</p> <p>SA12. give clear instructions to customers</p> <p>SA13. avoid using jargons, slang, technical terms and acronyms when communicating with customers</p>
B. Professional Skills	Decision Making
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make decisions to categorize customers interaction</p>
	Customer Centricity
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. manage relationship with irate or abusive customers</p> <p>SB3. display courtesy and professionalism during customer interactions</p> <p>SB4. be patient and attentively listen to the customer</p> <p>SB5. build rapport with the customer for a positive experience</p> <p>SB6. offer quick response to delight the customer</p>
	Problem Solving
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. identify immediate and/or temporary solutions to be given to the customers</p> <p>SB8. comprehend the problem, identify the solution(s) and suggest the best possible solution to the customer</p> <p>SB9. educate customersto resolve their technical issues</p>
	Objection Handling

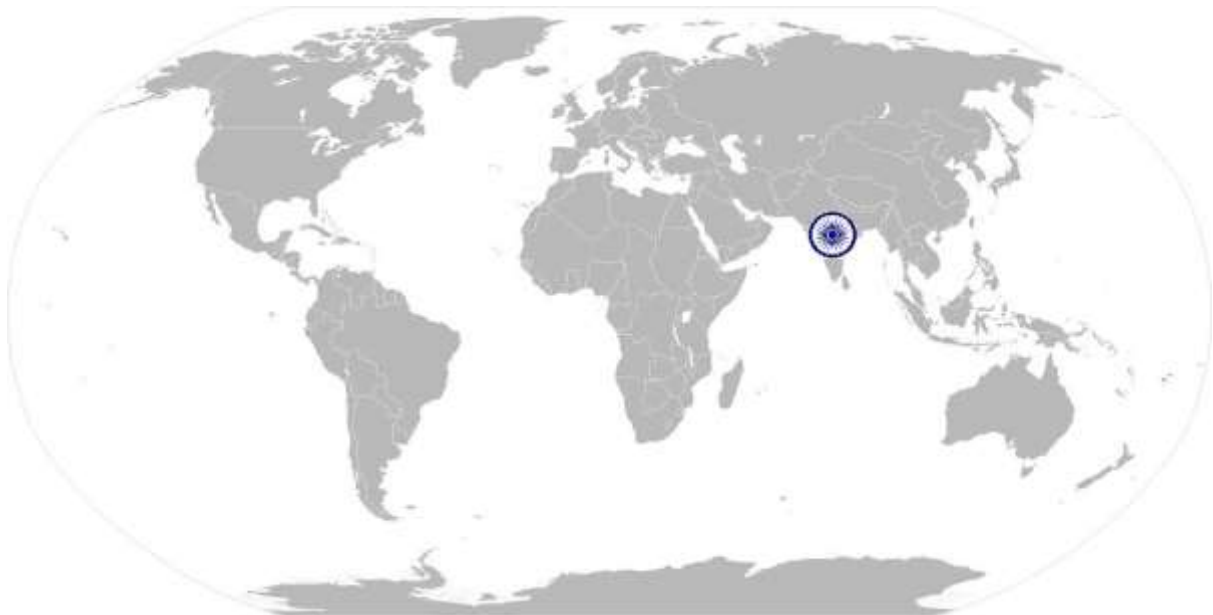
TEL/N0112

Develop customer relationship

	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none">SB10. cope with criticism of customers and constructively mould the same into a positive impression about the organizationSB11. empathize with customer's problems, criticism and suggestionsSB12. address customer's problems before following your given scriptSB13. address customer's complete concerns before ending the call
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National Occupational Standard



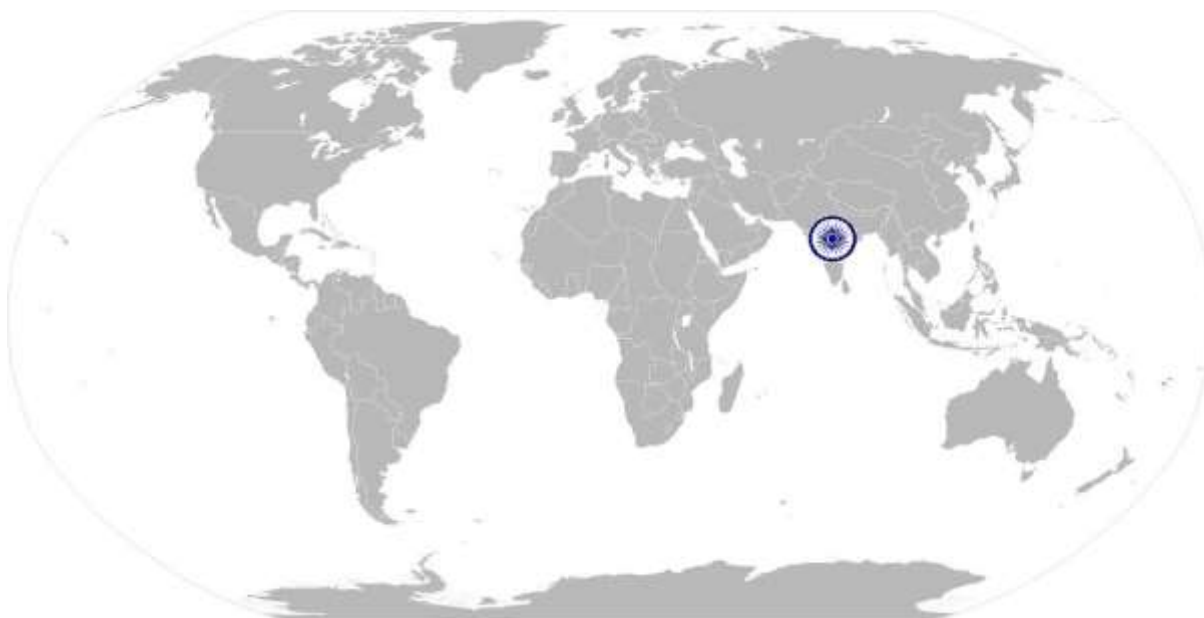
Overview

This unit is about monitoring and managing self performance through report and review process.

Unit Code	TEL/N0103
Unit Title (Task)	Report and review
Description	This OS unit is about monitoring self performance through report and review process
Scope	<p>This unit/task covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> customer care executives superiors <p>Monitoring self reports:</p> <ul style="list-style-type: none"> Attendance / roster adherence Average Call Handling Time Tagging/CRM entries/Service requests against query, requests, complaints Call Quality scores (internal and external) Instant customer engagement scores/Customer satisfaction scores Repeat percentage <p>Ensure review with superiors</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. review individual call login time/number of dials/customer contacts/attendance for the review period</p> <p>PC2. comply with parameters like opening greeting, security checks, closing greeting, hold/transfer/escalation protocol, first time resolution %age and complete & correct tagging/wrap up</p> <p>PC3. analyze self reports like update on AHT, login time, CRM report and ensure the same is reviewed with the immediate superior</p>
Knowledge and Understanding	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. typical response time/service time of processes/products/services</p> <p>KA2. the importance of classifying and documenting service requests received over phone calls</p>

<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. importance of compliance parameters like opening greeting, security checks, closing greeting, hold/transfer/escalation protocol, complete and correct tagging</p> <p>KB2. how to read and interpret daily/weekly/monthly self performance reports</p> <p>KB3. basic working of a computer</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Reading Skills</p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. read performance specific reports and it's terminology</p> <p>SA2. read daily briefs on products and processes</p> <p>Comprehension Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. interpret the reports and be able to compare with targets/performance</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. discuss self performance basis performance criteria with the superior</p>
<p>B. Professional Skills</p>	<p>Time Management</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. evaluate and improve self performance through timely review of the reports</p>

National Occupational Standard



Overview

This unit is about techniques of finding opportunity for proactive selling of the telecom products and services to customers calling at the call centre.

Unit Code	TEL/N0104
Unit Title (Task)	Proactive selling
Description	This OS unit is about finding opportunities to pitch telecom products and services on call
Scope	<p>This unit/task covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> customer care executives customers <p>Identification of opportunity for:</p> <ul style="list-style-type: none"> selling up-selling cross-selling <p>Sell/up-sell/cross-sell:</p> <ul style="list-style-type: none"> products services
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 customers to understand their buying behaviour and needs</p> <p>PC2. navigate through customer’s account history to identify the usage pattern</p> <p>PC3. identify opportunity to pitch relevant products/services</p> <p>PC4. offer customized solution from the range of products/services available with the organization</p>
Knowledge and Understanding	
A. Organizational Context (Knowledge of the company / organization and 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. complete range of products/services in order to pitch them to the customers</p> <p>KA3. strengths and limitations of your own product/service vis-à-vis competition</p>

<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. basic working of a computer and MS Excel</p> <p>KB2. whereabouts of latest products and services</p> <p>KB3. navigation of intra net tools and CRM to gather information about customer's account</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Reading Skills</p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. read about new products and services with reference to the organization through the intra net portal</p> <p>SA2. keep abreast with the latest knowledge by reading brochures, pamphlets and daily briefing sheets</p> <hr/> <p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. record complete and correct customer discussions in CRM/MS Excel</p> <hr/> <p>Comprehension Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. identify the situation and read / understand mindset of customer, before pitching a product/service</p> <p>SA5. comprehend remarks mentioned in CRM</p> <p>SA6. identify problem narrated by the customer and provide apt resolution</p> <hr/> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA7. fluently speak and understand English and/or the regional language</p> <p>SA8. respond to customer's Q R C with a relevant answer</p> <p>SA9. gauge customer's communication style and respond appropriately</p> <p>SA10. probe customers appropriately to understand nature of problem</p> <p>SA11. give clear instructions and share information with customers</p> <p>SA1. avoid using jargons, slang, technical terms and acronyms when communicating with customers</p>

B. Professional Skills	Interpersonal
	The user/individual on the job needs to know and understand how to: SB1. present a pleasant personality and enjoy communicating with people SB2. be sensitive to other’s feelings and calmly resolve conflicts SB3. switch over to customer's language to create comfort SB4. create a win-win situation with the customer SB5. convince customers to buy company's products/services
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB6. manage irate or abusive customers SB7. display courtesy and professionalism SB8. be patient and attentively listen to the customer SB9. offer product/service best suited to customer’s need
	Selling Skills
	The user/individual on the job needs to know and understand how to: SB10. identify opportunity to sell/up-sell/cross-sell SB11. ask for buying commitment of product/service at relevant stages, throughout the interaction



