

Model Curriculum

1. Customer care Executive (Telecom Call Centre)

SECTOR: TELECOM

SUB-SECTOR: SERVICE PROVIDER

OCCUPATION: CUSTOMER SERVICE

REF ID: TEL/Q0100 , V1.0

NSQF LEVEL: 4



Certificate

COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

TELECOM SECTOR SKILLS COUNCIL

for the

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/ Qualification Pack: 'Customer Care Executive (Call Centre)'
QP No. 'TEL/Q0100 NSQF Level 4'

Date of Issuance: **May 5th, 2016**

Valid up to*: **May 5th, 2018**

*Valid up to the next review date of the Qualification Pack or the
'Valid up to' date mentioned above (whichever is earlier)



Authorised Signatory
(Telecom Skill Development Council)

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Customer Care Executive (Telecom Call Centre)

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Customer care Executive (Telecom Call Centre)”, in the “Telecom” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Customer Care Executive(Telecom Call Centre)		
Qualification Pack Name & Reference ID. ID	TEL/Q0100,Version 1.0		
Version No.	1.0	Version Update Date	31 – 05 – 2017
Pre-requisites to Training	NA		
Training Outcomes	<p>After completing this programme, participants will be able to</p> <ul style="list-style-type: none"> • Attend/make customer calls • Understand Call centre specific concepts • Resolving customer query, request, and complaint • Provide information regarding products and services to the customer • Handle and resolve customer’s complaints/requests • Capture/take notes of customer interaction in the Customer Relationship Management (CRM) tool/software • Monitor and manage key performance through reports and review • Develop customer relationship • Develop soft skills and professional skills • Understand technical skills (CRM software) • Learn the concept of proactive selling • Understand Interview and its related FAQ’s 		

This course encompasses 5 out of 5 National Occupational Standards (NOS) of “Customer Care Executive(Telecom Call Centre)” Qualification Pack issued by “TSSC: Telecom Sector Skills Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Introduction to Customer Care Executive</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical/Interactive class Duration (hh:mm) 00:00</p> <p>Corresponding NOS Code NA</p>	<ul style="list-style-type: none"> • State the objectives of the program • Describe the Telecom industry in India • Understand the concept of a call centre and help desk • Discuss the hierarchy in a call centre and the career progression of a Customer Care Executive (CCE) in a call centre • Understand the roles and responsibilities of a CCE • Explain the concept of customer service and its importance in the role of a CCE 	NA
2	<p>Key concepts</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical/Interactive class Duration (hh:mm) 05:00</p> <p>Corresponding NOS Code NA</p>	<ul style="list-style-type: none"> • Identify the key people involved in the process of being a CCE • Explain the various mobile and data technologies • Know and understand the various product and service offerings in the telecom sector • Outline the documentation process and documents needed for mobile customers • Explain the key concepts related to call centres • State the importance of workplace Ergonomics and respect at workplace • Express the importance of data confidentiality in the telecom industry 	NA
3	<p>Soft Skills and professional skills</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 15:00</p> <p>Corresponding NOS Code TEL/No100 TEL/No101 TEL/No102 TEL/No103</p>	<ul style="list-style-type: none"> • State the basic etiquettes required for making and attending calls • Show how to open and close a call using predefined scripts • Classify customer behaviour and deal with them accordingly • List the dos and don't's of dealing with complaints • Explain the importance of time management and that of being organized • Understand the importance of communication in the workplace • Practice effective communication in the workplace • Understand the importance of decision making and assertiveness for your role 	NA

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	TEL/No104	<ul style="list-style-type: none"> Practise decision making skills as required for your role Handle objections and criticism from the customer with empathy Identify, comprehend, and resolve customer issues Recognise the needs of customers and identify ways to influence them to buy 	
4	<p>Technical Skills</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 35:00</p> <p>Corresponding NOS Code TEL/No100 TEL/No101 TEL/No102 TEL/No103 TEL/No104</p>	<ul style="list-style-type: none"> Use CRM effectively with complete and correct tagging Explain how to make and attend calls Demonstrate how to do call transfer, call hold and call forward Demonstrate the usage of different IT applications used to search customer details in the database Demonstrate the usage of different IT applications used to search customer details in the database Show how to fetch information about products, processes and services for the customer 	CRM Software, Computer Lab
5	<p>Computer Knowledge and Practise</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 12:00</p> <p>Corresponding NOS Code TEL/No100 TEL/No101 TEL/No102 TEL/No103 TEL/No104</p>	<ul style="list-style-type: none"> Know what is a computer and its different parts Understand about MS Word Understand about MS Powerpoint Understand about MS – Excel Understand about Internet and Network Understand how to type effectively 	Computer Lab, Office Tools/Software on all PC's
6	<p>Language Skills</p> <p>Theory Duration (hh:mm) 03:00</p>	<ul style="list-style-type: none"> Understand the importance of listening as a skill for a CCE Practice effective listening skills Use effective speaking skills in your role 	Language Training Tool

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p>Practical Duration (hh:mm) 05:00</p> <p>Corresponding NOS Code TEL/No100 TEL/No101 TEL/No102 TEL/No103 TEL/No104</p>	<ul style="list-style-type: none"> • Demonstrate reading and keep yourself updated on latest news • Practice effective writing skills 	
7	<p>Attend and Make Calls</p> <p>Theory Duration (hh:mm) 04:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code TEL/No100</p>	<ul style="list-style-type: none"> • Understand the concept of inbound and outbound calls • Demonstrate how to attend and make calls effectively 	CRM & Demo Call Making Facility.
8	<p>Resolve customer Query/ Request and Complaint(QRC)</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code TEL/No101</p>	<ul style="list-style-type: none"> • Identify and address customer Query / Request/ Complaint (QRC) • Know how to escalate customer QRC as necessary • Know verification parameters to verify customer details 	CRM
9	<p>Develop Customer relationship</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 06:00</p> <p>Corresponding NOS Code</p>	<ul style="list-style-type: none"> • Explain the importance of developing customer relationship • Classify customers into different categories and service them accordingly • Understand the feedback recording process • Provide complete resolution of customer issues in an effective manner • Know how to escalate customer issue to guarantee customer satisfaction • Practise introducing new services to customers 	NA

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	TEL/No102		
10	Report and Review Theory Duration (hh:mm) 05:00 Practical Duration (hh:mm) 05:00 Corresponding NOS Code TEL/No103	<ul style="list-style-type: none"> Monitor and manage self performance through reports and review process Understand the performance parameters to make self –reports Practice self review with superiors 	NA
11	Proactive Selling Theory Duration (hh:mm) 05:00 Practical Duration (hh:mm) 10:00 Corresponding NOS Code TEL/No104	<ul style="list-style-type: none"> Identify opportunities for pro – active selling at the call centres Practice up – selling and cross selling 	NA
12	Program wrap up and getting started Theory Duration (hh:mm) 03:00 Practical Duration (hh:mm) 07:00 Corresponding NOS Code NA	<ul style="list-style-type: none"> Understand what is an interview Develop the skills to participate in an interview effectively Know the commonly asked questions in an interview Revise and integrate the learnings of the training program 	NA
	Total Duration Theory Duration 80:00 Practical Duration 120:00	Unique Equipment Required: Projector, black board, white board	

Grand Total Course Duration: 200 Hours, 0 Minutes

(This syllabus/ curriculum has been approved by TSSC: Telecom Sector Skill Council)

Trainer Prerequisites for Job role: “Customer Care Executive (Telecom Call Centre)” mapped to Qualification Pack: “TEL/Q0100, V. 1.0”

Sr. No.	Area	Details
1	Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “TEL/Q0100, Version No. 1.0”.
2	Personal Attributes	The individual should 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.
3	Minimum Educational Qualifications	Preferably equivalent to Matriculation
4a	Domain Certification	Certified for Job Role: “Customer Care Executive (Telecom Call Centre)” mapped to QP: “TEL/Q0100”, Version No. 1.0. Minimum accepted score as per respective TSSC guidelines.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “TEL/Q0100”, Version No. 1.0. Minimum accepted score as per respective TSSC guidelines.
5	Experience	<ul style="list-style-type: none"> The trainer should be certified by TSSC as ‘Train the Trainer’ and Assessor And Worked as Customer Care Executive (Telecom Call Centre) for a minimum of 6-8 months

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Customer Care Executive(Telecom Call Centre)
Qualification Pack	TEL/Qo100, V. 1.0
Sector Skill Council	Telecom

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. TSSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2	The assessment for the theory part will be based on knowledge bank of questions created by the TSSC.
3	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4	To pass the Qualification Pack, every trainee should score overall of 70%.
5	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

Assessable Outcome	Assessment Criteria	Total Mark (400+100)	Out Of	Marks Allocation	
				Theory	Skills Practical
1. TEL/No100 (Attend/Make customer calls)	PC1. attain minimum call login time/dials/customer contacts and attendance for the number of days specified	100	10	10	0
	PC2. balance total number of minutes spent talking to the customer, within specified limits		20	5	15
	PC3. restrict total number of minutes customer is put on hold, within given time limits		20	5	15
	PC4. attain total number of minutes spent wrapping up calls / notations/tagging within given time limits		25	5	20
	PC5. achieve minimum typing speed and accuracy as specified for the job role		25	5	20
	Total		100	30	70
2. TEL/No101 (Resolving customer query, request and complaint)	PC1. categorize customer's interaction as a query, request or a complaint	100	15	15	0
	PC2. verify customer's details for any account related information		20	10	10
	PC3. obtain sufficient information from the customers to login their query, request or complaint		20	10	10
	PC4. address customer's query, request or complaint on the basis of categorization		10	0	10
	PC5. provide estimate of resolution time to the customer, if an immediate solution cannot be found on-call		15	5	10
	PC6. record the customer's interaction as a query, request or a complaint		5	0	5
	PC7. refer problem to a supervisor/floor support/manager, if unable to resolve on-call		5	5	0
	PC8. resolve at least 80% of first level complaints at front end, without any further escalations		10	5	5
	Total		100	50	50
3. TEL/No102 (Develop customer relationship))	PC1. categorize customers as per their value and urgency of his Q R C and provide quick response	100	8	4	4
	PC2. capture customer feedback in a timely manner		4	0	4
	PC3. exceed the specified maximum level of customer satisfaction scores and ensure instant customer feedback		8	4	4
	PC4. provide complete resolution and escalate where necessary, to minimize repeat call percentage		10	10	0
	PC5. adhere to organizational guidelines w.r.t. to ACHT and AHT		5	5	0
	PC6. reassure customers of service promises made by the organization		10	5	5

Assessable Outcome	Assessment Criteria	Total Mark (400+100)	Out Of	Marks Allocation	
				Theory	Skills Practical
	PC7. balance customer's expectations with the organization's service offerings		15	10	5
	PC8. give additional information to customers in response to their questions and comments about the service		10	6	4
	PC9. initiate greeting in customer's preferred language and switch to language spoken by the customer on-call		5	0	5
	PC10. avoid use of jargons, slangs and technical words		5	3	2
	PC11. maintain a flow of conversation keeping the caller informed of action being taken		8	4	4
	PC12. educate customers about new offers/products/services, as per their usage pattern and specific needs		10	5	5
	PC13. maintain appropriate levels of confidence of customer data, throughout the call		2	2	0
	Total		100	58	42
4. TEL/No103 (Report and review))	PC1. review individual call login time/number of dials/customer contacts/attendance for the review period	100	30	20	10
	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		40	25	15
	PC3. analyse self-reports like update on AHT, login time, CRM report and ensure the same is reviewed with the immediate superior		30	10	20
	Total		100	55	45
5. TEL/No104 (Proactive selling)	PC1. probe customers to understand their buying behaviour and needs	100	25	10	15
	PC2. navigate through customer's account history to identify the usage pattern		25	0	25
	PC3. identify opportunity to pitch relevant products/services		15	5	10
	PC4. offer customized solution from the range of products/services available with the organization		35	15	20
	Total		100	30	70
	Grand Total	500	500	223	277
	Percentage Weightage:			40%	60%
	Minimum Pass% to qualify (aggregate):			70%	