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GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP

N·S·D·C
National Skill Development Corporation
Transforming the skill landscape

Telecom Sector Skill Council

# Facilitator Guide




Sector
Telecom

Sub-Sector
Service Provider

Occupation
Customer Service – Service Segment

Reference ID: TEL/Q0100, Version 5.0
NSQF level: 3

## Call Center Executive

**This book is sponsored by**

**Telecom Sector Skill Council of India**

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> Skilling is building a better India.
> If we have to move India towards development then Skill Development should be our mission.

**Shri Narendra Modi**
Prime Minister of India

## Acknowledgements

The Telecom Sector Skill Council (TSSC) would like to thank all the individuals and institutions who contributed in various ways towards the preparation of this facilitator guide. The guide could not have been completed without their active contribution. Special gratitude is extended to those who collaborated during the development of the different modules in the facilitator guide. Wholehearted appreciation is also extended to all who provided peer review for these modules.

The preparation of this guide would not have been possible without the telecom industry's support. Industry feedback has been extremely beneficial since inception to conclusion, and it is with the industry's guidance that we have tried to bridge the existing skill gaps in the industry. This facilitator guide is dedicated to the aspiring youth, who desire to achieve special skills that will be a lifelong asset for their future endeavours.

## About this Guide

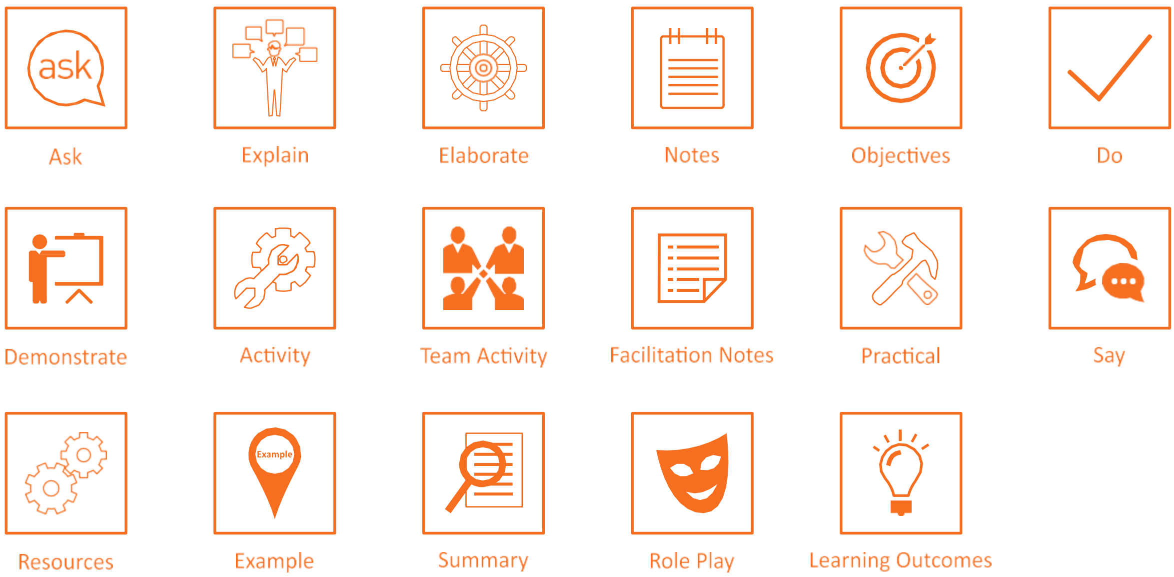
The facilitator guide (FG) for In-Store Promoter is primarily designed to facilitate skill development and training of people, who want to become professional Call Center Executive in the Telecom Sector. The facilitator guide is aligned to the Qualification Pack (QP) and the National Occupational Standards (NOS) as drafted by the Sector Skill Council (TSSC) and ratified by National Skill Development Corporation (NSDC).

It includes the following National Occupational Standards (NOSs)-

- TEL/N0101: Handle Telecom Customer Service and Sales Interactions
- TEL/N0102: Engage Customers and Assist in Telecom Showroom Operations
- TEL/N0115: Monitor, Review, and Improve Self-Performance
- TEL/N2217: Maintain Workplace Efficiency and Personal Appearance
- DGT/VSQ/N0101: Employability Skills (30 Hours)

Post this training, the participant will be able to manage the counter, promote, and sell the products and respond to queries on products and services. We hope that this Facilitator Guide provides a sound learning support to our young friends to build a lucrative career in the Telecom Skill Sector of our country.

## Symbols Used



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# 1. Introduction to the Role and Responsibilities of a Customer Care Executive

## Key Learning Outcomes

By the end of this module, the trainees will be able to:

1. Outline the growth of the telecom industry in India and its various sub-sectors
2. Explain the role and responsibilities of a customer care executive
3. Illustrate the opportunities and career growth path of a customer care executive
4. Discuss organisational policies on incentives, delivery standards, personnel management and public relations (PR) pertinent to the job role
5. Illustrate the process workflow in the organisation and the role of the customer care executive in the process.

# Unit 1.1: Introduction to the Program

## Unit Objectives

By the end of this unit, the trainees will be able to:

1. Discuss the agenda and importance of the program
2. List down the necessary skills on which the participants will be trained
3. Explain the ground rules to make the program effective

## Resources to be Used

Participant Handbook, pen, writing pad, whiteboard, flipchart, markers, computer/laptop, overhead projector, laser pointer.

## Note

This is the first session of the training program. Introduce yourself, the objective of the program and its purpose in detail. Welcome the trainees cordially to the session. Explain the background, the duration of the assessment and how the program will help them get a job to ensure the participants understand how their entire month will be structured and how they will benefit from the course.

Explain that you are going ease the situation by playing a game. This game is meant to break the ice between everyone and get the trainees interested in the class.

## Say

Good morning everyone, and a very warm welcome to this training program on "Telecom Customer Care Executive".

## Do

- Start by welcoming all the participants to the training program and conveying a message of encouragement
- Thank all the participants for joining and being a part of this training program
- Introduce yourself briefly to participants, your name and background, and your role in the training program
- Explain the rules of the game you are going to play as an "Ice Breaker."

## Note

- Please ensure that while introducing yourself, you share at least one piece of personal information, such as your hobbies, likes, dislikes etc., with the participants. This will facilitate participation and exchange in many ways.
- Take a keen interest in understanding the needs and aspirations of the participants before actually conducting the training

## Say

Before we start the training, let us spend some time introducing ourselves and knowing each other. We shall play a game.

Each of us will tell the class their name, hometown, hobbies and special quality about themselves, starting with the 1st letter of their name. I will start with mine.

## Activity

- Arrange all the trainees in a semi-circle/circle.
- Say your name aloud and start playing the game with your name.
- Say, "Now, each of one you shall continue with the game with your names till the last person in the circle/ semi-circle participates".
- Listen to and watch the trainees while they play the game.
- Ask questions and clarify if you are unable to understand or hear a trainee.

**Remember to:**

- Discourage any queries related to one's financial status, gender orientation or religious bias during the game
- Try recognising each trainee by their name because it is not recommended for a trainer to ask the name of a trainee during every interaction

| Activity | Duration | Resources used |
|---|---|---|
| Ice Breaker | 60 minutes | NA |

## Say

Did you all enjoy this activity? I hope you all had a good time during this icebreaker session. Now that we are all well acquainted with each other let us start by discussing the details of this program.

## Elaborate

In this session, we will discuss the following points:

- Program Overview
    - o The telecom industry
    - oRoles and responsibilities of a customer care executive (call centre/relationship centre) o Customer care-specific key concepts
    - oBehavioural, professional, technical, and language skills required to perform the job effectively o Techniques of shop/showroom/outlet and self-management
    - o Methods for selling, up-selling and cross-selling
    - oManaging service desk and customer management o Ways to monitor and evaluate self-performance
    - oTechniques of data expertise o Interview skills
- What this program will cover?
- Main activities performed by a customer care executive
- Ground rules

## Do

- Ensure all the trainees participate in the icebreaker session
- Jot down the crucial points on the whiteboard as the trainees speak

## Notes for Facilitation

- Ask the participants if they have any questions
- Encourage peer learning in the class

# Unit 1.2: Telecom Sector in India

## Unit Objectives

By the end of this unit, the trainees will be able to:

1. Outline the growth of the telecom sector in India
2. List the major players and their market share
3. Discuss about regulatory authorities in the Telecom industry

## Resources to be Used

Participant handbook, pen, notebook, whiteboard, flipchart, markers, computer, overhead projector, laser pointer

## Note

In this unit, we will discuss the telecom sector in India.

## Say

Good morning and welcome back to this training program, “Telecom Call Center Executive”. Today we shall discuss about the telecom sector in India.

## Ask

Ask the participants the following questions:

- What do you understand by telecom?
- Who are the major telecom service providers in India?

Write down the participants’ answers on a whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

## Elaborate

In this session, we will discuss the following points:

- Overview of the Telecom Sector in India
  - Telecom Industry at a Glance
- Major Service Players in Telecom Industry
  - Wireless Operators

  - o Wireline operators
  - o Internet service providers (ISPs)
- Regulatory Authorities in the Telecom Industry
  oTRAI - Telephone Regulatory Authority of India o
  COAI - Cellular Operators Association of India
  oTDSAT - Telecom Disputes Settlement and Appellate Tribunal o
  DoT - Department of Telecommunications
- Challenges Faced by Telecom Industry
  - o Churning of Customers

## Say

Let us participate in a group discussion to explore the unit a little more.

## Activity

- Conduct a group discussion on the possible reasons for customer churn
- Also, ask the trainees to suggest ways to reduce churn and win back customers
- Each group will note the curtail points in the notebook
- Ask if they have any questions related to what they have talked about so far
- Close the discussion by summarising the impact of customer churn on the business

| Activity | Duration (in mins) | Resources used |
|---|---|---|
| Group Discussion | 60 minutes | Pen, Notebook, Participant Handbook, laptop, microphone, etc. |

## Do

- Ensure that all trainees participate in the activity.
- Maintain a cordial environment in the class during the group discussion

## Notes for Facilitation

- Answer all the queries/doubts raised by the trainees in the class
- Encourage other trainees to answer problems and boost peer learning in the class

# Unit 1.3: Role of a Customer Care Executive

## Unit Objectives

By the end of this unit, the trainees will be able to:

1. Analyse and obtain knowledge about the job of a Customer Care Executive
2. Identify the departments in a Call Center / Relationship Center
3. List the personal attributes of a Customer Care Executive
4. Illustrate the hierarchy & career path of a CCE in the organisation

## Resources to be Used

Participant handbook, pen, notebook, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, etc.

## Note

In this unit, we will discuss about the roles and responsibilities of a Telecom Call Center Executive.

## Say

Good morning and welcome back to this training program, " Telecom Call Center Executive ". Today we shall learn about the roles and responsibilities of a Telecom Call Center Executive.

## Ask

Ask the participants the following questions:

- What is a Relationship Center?
- What do you need to become a Customer Care Executive?

Write down the participants' answers on a whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

## Elaborate

In this session, we will discuss the following points:

- Key Concepts
    - Call Centre
    - Help Desk
    - Relationship Centre

  - Service Centre
  - Service Desk
- Who is a Customer Care Executive?
- Roles and responsibilities of Customer Care Executive
- Departments in Telecom Call Centre/Relationship Centre
  - Department wise hierarchy
- Personal attributes of a Customer Care Executive
- The career growth path of a Customer Care Executive

## Say

Let us participate in an activity to explore the unit a little more.

## Activity

- Divide the class into two groups
- Provide each group with chart paper and other required resources
- Ask each group to prepare a chart paper presentation on the hierarchy in a Telecom Call Centre/ Relationship Centre
- The students can use both texts as well as hand-drawn diagrams to represent their answers
- After the groups complete their work, collect all the charts and evaluate them

| Activity | Duration (in mins) | Resources used |
|---|---|---|
| Chart paper activity | 60 minutes | Participant Handbook, Pen, Notebook, Chart paper, Sketch pens, pencil, ruler, scissors, eraser, etc. |

## Do

- Guide the trainees throughout the activity
- Ensure that all trainees participate in the activity.

## Notes for Facilitation

- Answer all the queries/doubts raised by the trainees in the class
- Encourage other trainees to answer problems and boost peer learning in the class

# 2. Managing Customer Interactions and Query Resolution



TEL/N0101

## Key Learning Outcomes

By the end of this module, the trainees will be able to:

1. Explain the standard procedures for handling customer service and sales processes.
2. Describe how to collect and log customer queries, requests, and complaints using CRM tools and prescribed formats.
3. Demonstrate how to collect and log customer queries, requests, or complaints using the prescribed format in a CRM tool.
4. Discuss methods to assess customer details and history using CRM tools for providing accurate responses.
5. Explain how to categorize customer interactions and initiate appropriate resolution processes.
6. Demonstrate the process of providing immediate solutions and informing customers about estimated resolution times.
7. Describe techniques for addressing customer queries, requests, and complaints promptly and efficiently.
8. Elucidate the process of prioritizing customer interactions based on urgency.
9. Show how to document customer interactions accurately in the CRM system.
10. Explain the importance of providing immediate solutions where possible and informing customers about estimated resolution times.
11. Discuss escalation procedures and how to seek guidance for unresolved queries.
12. Show how to follow escalation procedures for unresolved queries and communicate them effectively to supervisors.
13. Demonstrate the process of coordinating with relevant departments to ensure timely resolution of customer concerns.
14. Enlist methods for coordinating with other departments to ensure timely resolution of customer concerns.
15. Explain the importance of documenting customer interactions and resolutions in the CRM system.
16. Show how to categorize customer interactions and initiate appropriate resolution processes.
17. Demonstrate professional communication skills while addressing customer queries courteously via phone and in person.
18. Show how to prioritize customer queries and complaints based on urgency and organizational guidelines.

# Unit 2.1: Customer Service Procedures and Communication

## Unit Objectives

By the end of this unit, the trainees will be able to:

1. Elaborate on the procedures followed by the organisation to execute the customer service
2. Discuss the significance of customer service
3. Explain the key concepts that are specifically related to the Customer Center Executive job
4. Explain concepts like first call resolution, service level agreement and TAT

## Note

In this unit, we will discuss about the standards and procedures followed by the organisation to execute customer service.

## Say

Good morning and welcome back to this training program on "Telecom Call Center Executive". In this session, we will discuss about the standards and procedures followed by the organisation to execute customer service.

## Ask

Ask the participants the following questions:

- What do you understand by customer service?

Write down the participants' answers on a whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

## Elaborate

In this session, we will discuss the following point:

- Standards, processes and procedures used by the organisation
- The procedures that can be incorporated to enhance the services are:

  o Clarify the objective

  oObtain input o

  Clear writing o

  Ease of access

  o Reinstating the methods

- Concept of customer service
- Importance of customer service
  - o Characteristics of excellent customer service
- Building rapport with customers
- Attendance and time in the office
  - o Office timings
  - o Call login hours
  - o Timing for call (Time Zone)
- First Call Resolution (FCR)
- Service Level Agreement
- Turnaround Time (TAT) / Response Time
- Processes
  - o Sales target
  - oMonthly target o
  - Sales Process
  - o Sales reporting
  - o Customer service

## Say

Let us participate in an activity to explore the unit a little more.

## Activity

- Ask two trainees to volunteer for this activity
- One of them will act as a Customer Care Executive and the other as a customer
- Ask the Customer Care Executive to understand the customer grievance/query and build rapport with the customer and help them with the correct resolution
- Now, repeat the activity with all other trainees in the class with an emphasis on developing the rapport building skills

| Activity | Duration (in mins) | Resources used |
|---|---|---|
| Role-play | 60 minutes | Participant Handbook, Laptop, Overhead projector, pen, notebook, etc. |

## Do

- Ensure that all the trainees participate in the rapport building
- Ensure a friendly atmosphere during the activity
- Guide the trainees in identifying key points

## Notes for Facilitation

- Encourage peer learning
- Answer all the doubts raised by the trainees in the class
- Discuss the proper communication technique during the activity

# Unit 2.2: Logging, Documentation, and CRM Usage

## Unit Objectives

1. Describe how to collect and log customer queries, requests, and complaints using CRM tools and prescribed formats.
2. Demonstrate how to collect and log customer queries, requests, or complaints using the prescribed format Discuss methods to assess customer details and history using CRM tools for providing accurate responses.
3. Show how to document customer interactions accurately in the CRM system.
4. Explain the importance of documenting customer interactions and resolutions in the CRM system.

## Resources to be Used

Participant handbook, pen, pencil, notebook, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, etc.

## Note

In this unit, we will discuss about Customer Relationship Management (CRM)

## Say

Good morning and welcome back to this training program on "Telecom Call Center Executive". In this session, we will discuss about Customer Relationship Management (CRM)

## Ask

Ask the trainees the following questions:

- What do you know about CRM?

Write down the trainees' answers on the whiteboard/flipchart. Draw appropriate cues from the answers and start teaching the lesson.

## Elaborate

In this session, we will discuss the following points:

- Introduction to CRM
  - Benefits of CRM
  - Identification & verification process
- IT Applications – Basic functionalities
  - Call taking application

- oCustomer information system o
  Account information
  - Call log and billing system
- Fetching information - products, processes and services

## Say

Let us participate in an activity to explore the unit a little more.

## Activity

- Take the trainees to the practical lab/computer lab
- Show them the IT applications used at a Call Center/Relationship Center, namely
  - CRM
  - Call taking application
  - Billing system
- Ask them to identify each of them and state their characteristics and usages
- Also, allow them to have hands-on experience with each of these applications

| Activity | Duration (in mins) | Resources used |
|---|---|---|
| Practical session | 60 minutes | Participant Handbook, Laptop/computer, Overhead Projector, Internet Connection, Pens, Notebook, etc. |

## Do

- Answer all the doubts raised by the trainees during the session
- Guide the students in identifying the applications

## Notes for Facilitation

- Ask the trainees if they have any questions
- Answer all the questions/doubts raised by the trainees in the class
- Encourage other trainees to answer queries/questions and boost peer learning in the class

# Unit 2.3: Resolution, Prioritization, and Escalation

## Unit Objectives

1. Explain how to categorize customer interactions and initiate appropriate resolution processes.
2. Show how to categorize customer interactions and initiate appropriate resolution processes.
3. Explain the importance of providing immediate solutions where possible and informing customers about estimated resolution times.
4. Demonstrate the process of providing immediate solutions and informing customers about estimated resolution times.
5. Elucidate the process of prioritizing customer interactions based on urgency.
6. Show how to prioritize customer queries and complaints based on urgency and organizational guidelines.
7. Discuss escalation procedures and how to seek guidance for unresolved queries.
8. Show how to follow escalation procedures for unresolved queries and communicate them effectively
9. Demonstrate the process of coordinating with relevant departments to ensure timely resolution of customer concerns.
10. Enlist methods for coordinating with other departments to ensure timely resolution.

## Resources to be Used

Participant handbook, pen, pencil, notebook, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, etc.

## Note

In this unit, we will discuss about resolving customer queries/requests/complaints (QRC) and handling escalations

## Say

Good morning and welcome back to this training program on “Telecom Call Center Executive”. In this session, we will learn how to resolve customer queries/requests/complaints (QRC) and handle escalations.

## Ask

Ask the trainees the following questions:

- What is the Voice of Customer?
- What is PUK?

Write down the trainees’ answers on the whiteboard/flipchart. Draw appropriate cues from the answers and start teaching the lesson.

## Elaborate

In this session, we will discuss the following points:

- Responding to customer questions
    - Addressing customer QRC
- SIM/PIN/PUK-related information
- Complaint-self closed
- Handling customer complaints
- Escalation process

## Say

Let us participate in a group discussion to explore the unit a little more.

## Activity

- Conduct a group discussion in the class on the escalation process followed in a Call Center/Relationship Center
- Ask the participants what they have learnt from this exercise
- Ask if they have any questions related to what they have talked about so far
- Close the discussion by summarising the importance of proper training for a Customer Care Executive to comply with the organisational guidelines.

| Activity | Duration (in mins) | Resources used |
|---|---|---|
| Group discussion | 30 minutes | Participant Handbook, Wide Screen or Laptop, overhead Screen, Projector, Internet Connection, etc. |

## Do

- Answer all the doubts raised by the trainees in the class
- Provide each trainee with constructive feedback

## Notes for Facilitation

- Ask the trainees if they have any questions
- Answer all the questions/doubts raised by the trainees in the class
- Encourage other trainees to answer queries/questions and boost peer learning in the class

## Answers to Exercises for PHB

**Multiple-choice Question**

1. a) Open-ended
2. d) All of the above
3. a) TAT
4. a) Customer Relationship Management
5. a) Intranet

**Answer the following:**

1. Refer UNIT 2.2: Logging Customer Enquiries
   Topic - 2.2.2 Importance of Logging Customer Enquiries
2. Refer UNIT 2.2: Logging Customer Enquiries
   Topic - 2.2.3 Ways to Handle Customer Enquiries Effectively
3. Refer UNIT 2.1: Standards and Procedures followed by the Organization to Execute Customer Service
   Topic - 2.1.3 Importance of Customer Service
4. Refer UNIT 2.3: Resolving Customer Queries/Requests/Complaints (QRC) and Handling Escalations
   Topic - 2.3.1 Responding to Customer Questions
5. Refer UNIT 2.3: Resolving Customer Queries/Requests/Complaints (QRC) and Handling Escalations
   Topic - Complaint-Self Closed

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# 3. Handling Inbound & Outbound Calls for Service and Sales



TEL/N0101

## Key Learning Outcomes

By the end of this module, the trainees will be able to:

1. Explain the importance of following standard calling scripts and tele calling guidelines to maintain service quality and compliance.
2. Demonstrate how to handle inbound and outbound calls professionally using standard calling scripts and tele calling guidelines.
3. Describe professional techniques for handling inbound and outbound calls effectively while addressing customer needs.
4. Demonstrate how to handle inbound and outbound calls professionally using standard calling scripts and tele calling guidelines.
5. Discuss key call handling metrics such as Average Call Handling Time (ACHT), Average Hold Time (AHT), and Turnaround Time (TAT) to enhance efficiency.
6. Show how to manage call handling time efficiently while adhering to ACHT, AHT, and TAT guidelines.
7. Elucidate the process of collecting and verifying customer data for service and sales interactions.
8. Demonstrate the process of collecting and verifying customer data during service and sales interactions.
9. Explain methods to identify potential sales opportunities by analyzing customer usage patterns and preferences.
10. Show how to identify potential sales opportunities by analyzing customer usage patterns and preferences.
11. Describe how to present telecom products and services by explaining Features, Advantages, and Benefits (FABs) to customers.
12. Demonstrate how to present telecom products and services using the Features, Advantages, and Benefits (FAB) approach.
13. Discuss techniques for offering customized solutions to customers based on their needs and preferences.
14. Show how to offer customized solutions to customers based on their needs.
15. Explain best practices for documenting customer feedback, inquiries, and complaints accurately in CRM systems.
16. Demonstrate proper documentation of customer feedback, inquiries, and complaints in CRM systems.
17. Enlist coordination methods with sales and marketing teams for effective lead management and follow-ups.
18. Show how to coordinate with sales and marketing teams for lead management and follow-ups.

# Unit 3.1: Professional Call Handling and Service Quality

## Unit Objectives

By the end of this unit, the trainees will be able to:

1. Explain the importance of following standard calling scripts and tele-calling guidelines to maintain service quality and compliance.
2. Demonstrate how to handle inbound and outbound calls professionally using standard calling scripts and tele-calling guidelines.
3. Describe professional techniques for handling inbound and outbound calls effectively while addressing customer needs.
4. Discuss key call handling metrics such as Average Call Handling Time (ACHT), Average Hold Time (AHT), and Turnaround Time (TAT) to enhance efficiency.
5. Show how to manage call handling time efficiently while adhering to ACHT, AHT, and TAT guidelines.

## Resources to be Used

Participant Handbook, Projector, Whiteboard & markers, Sample calling scripts, Headset/phone (demo), Call flow chart, Call metrics sample sheet

## Say

Good morning and welcome back to this training program on "Telecom Call Center Executive". In this session, we will discuss about the :

- Professional call handling is critical for customer satisfaction, compliance, and brand image.
- Standard calling scripts help maintain consistency and quality across all calls.
- Efficient call management improves productivity and reduces customer wait time.
- Understanding metrics like ACHT, AHT, and TAT helps balance quality with efficiency.

## Ask

Ask the participants the following questions:

- Why do you think standard call scripts are used in customer interactions?
- What challenges do you face while handling customer calls?
- How can long call duration impact service quality?
- What does a professional tone mean in a customer call?

## Do

- Read and understand a sample inbound and outbound call script.
- Identify key stages of a customer call (greeting, verification, resolution, closure).
- Observe sample call metrics and discuss their impact on performance.
- Practice voice modulation and professional language.

## Elaborate

Use the following main questions to guide discussion:

1. What is the role of call scripts in maintaining service quality and compliance?
2. How can professional call handling improve customer experience?
3. What are ACHT, AHT, and TAT, and why are they important?
4. How can call handling time be managed without compromising service quality?
5. What common mistakes should be avoided during customer calls?

## Demonstrate

- Demonstrate a model inbound call using a standard script.
- Demonstrate an outbound call scenario with proper introduction and closure.
- Show how to manage hold time politely and professionally.
- Demonstrate techniques for controlling call duration while addressing customer needs.

## Say

Let us participate in an activity to explore the unit a little more.

## Activity

**Activity Name: Role Play – Professional Call Handling**
**Objective:** Practice professional call handling using standard scripts and metrics.
**Type:** Pair / Group Activity
**Resources:** Sample call scripts, headset/phone (demo)
**Duration:** 25–30 minutes
**Instructions:**
- One participant acts as customer, another as service agent.
- Follow the provided call script.
- Focus on tone, clarity, call flow, and time management.
- Swap roles after completion.

**Outcome:** Participants demonstrate professional call behavior and efficient call handling.

## Notes for Facilitation

- Emphasize polite language, listening skills, and empathy.
- Encourage adherence to scripts while maintaining natural conversation.
- Reinforce accuracy along with speed during call handling.
- Provide constructive feedback on tone, clarity, and professionalism.
- Relate call metrics to real workplace performance expectations.

# Unit 3.2: Customer Data Management and Sales Opportunities

## Unit Objectives

By the end of this unit, the trainees will be able to:

1. Elucidate the process of collecting and verifying customer data for service and sales interactions.
2. Demonstrate the process of collecting and verifying customer data during service and sales interactions.
3. Explain methods to identify potential sales opportunities by analyzing customer usage patterns and preferences.
4. Show how to identify potential sales opportunities by analyzing customer usage patterns and preferences.
5. Describe how to present telecom products and services by explaining Features, Advantages, and Benefits (FABs) to customers.
6. Demonstrate how to present telecom products and services using the Features, Advantages, and Benefits (FAB) approach.
7. Discuss techniques for offering customized solutions to customers based on their needs and preferences.
8. Show how to offer customized solutions to customers based on their needs.

## Resources to be Used

Participant Handbook, Projector, Whiteboard & markers, Sample CRM/data entry screen (demo), Customer data verification checklist, FAB framework chart, Headset/softphone (demo), Case study sheets

## Say

Good morning and welcome back to this training program on "Telecom Call Center Executive". In this session, we will discuss about the :

- Accurate customer data is essential for quality service, compliance, and sales success.
- Data verification helps avoid errors, repeat calls, and customer dissatisfaction.
- Customer usage patterns help identify upselling and cross-selling opportunities.
- Using the FAB approach ensures products are explained clearly and customer value is highlighted.
- Customized solutions increase acceptance and improve customer experience.

## Ask

Ask the participants the following questions:

- What customer details must always be verified during a telecom call?
- How can incorrect data affect service quality or sales outcomes?
- What information helps identify a potential sales opportunity?
- Why is FAB more effective than simply listing product features?

## Do

- Review a sample customer profile and verify details using a checklist.
- Analyze a sample call scenario to identify customer needs and usage gaps.
- Map a product's features to its advantages and customer benefits.
- Match customer profiles with suitable telecom plans or services.

## Elaborate

Use the following main questions to guide discussion:

1. What are the standard steps for collecting and verifying customer data in a call center?
2. How can usage patterns and preferences indicate sales opportunities?
3. What is the FAB approach and how does it support customer-focused selling?
4. How can solutions be customized without being aggressive or misleading?
5. What data privacy and compliance practices must be followed during calls?

## Demonstrate

- Demonstrate customer data collection and verification during a live-call simulation.
- Show how CRM or data-entry screens are updated during interactions.
- Demonstrate identification of an upsell or cross-sell opportunity from usage data.
- Demonstrate product presentation using the FAB approach in a call flow.
- Show how to propose a customized solution in a polite and professional manner.

## Say

Let us participate in an activity to explore the unit a little more.

## Activity

1. **Activity Name: Customer Data & FAB-Based Sales Role Play**
2. **Objective:** Practice accurate data handling, opportunity identification, and FAB-based selling.
3. **Type:** Pair / Group Activity
4. **Resources:** Call scenarios, FAB chart, sample customer profiles
5. **Duration:** 30 minutes
6. **Instructions:**
    - One participant acts as a customer, the other as a call center executive.
    - Collect and verify customer information.
    - Identify at least one sales opportunity from usage data.
    - Present a relevant telecom product using the FAB approach.
    - Switch roles and repeat.
7. **Outcome:** Learners demonstrate confidence in data handling, product presentation, and customized selling.

## Notes for Facilitation

- Emphasize customer consent, confidentiality, and data accuracy at all times.
- Reinforce listening skills before offering any solution.
- Discourage hard-selling; focus on need-based selling.
- Provide feedback on tone, clarity, and relevance of offerings.
- Relate examples to real telecom call center environments (service + sales).

# Unit 3.3: Customer Data Management and Sales Opportunities

## Unit Objectives

By the end of this unit, the trainees will be able to:

1. Explain best practices for documenting customer feedback, inquiries, and complaints accurately in CRM systems.
2. Demonstrate proper documentation of customer feedback, inquiries, and complaints in CRM systems.
3. Enlist coordination methods with sales and marketing teams for effective lead management and follow-ups.
4. Show how to coordinate with sales and marketing teams for lead management and follow-ups.

## Resources to be Used

Participant Handbook, Projector, Whiteboard & markers, CRM documentation screenshots/forms (demo), Sample customer interaction records, Lead follow-up flow chart, Case study sheets

## Say

Good morning and welcome back to this training program on "Telecom Call Center Executive". In this session, we will discuss about the :

- Accurate documentation ensures continuity of service and prevents repeated customer issues.
- CRM notes act as an official record for service quality, compliance, and reporting.
- Effective coordination with sales and marketing improves lead conversion and customer experience.
- Clear documentation enables smooth handover between departments.

## Ask

Ask the participants the following questions:

- Why is accurate documentation important after every customer interaction?
- What issues can arise from incomplete or incorrect CRM entries?
- How does coordination with sales or marketing benefit the customer?
- What information must be captured in a customer complaint record?

## Do

- Review a sample customer profile and verify details using a checklist.
- Analyze a sample call scenario to identify customer needs and usage gaps.
- Map a product's features to its advantages and customer benefits.
- Match customer profiles with suitable telecom plans or services.

## Elaborate

Use the following main questions to guide discussion:
1. What are the essential fields that must be completed in CRM documentation?
2. How does accurate documentation improve resolution time and service quality?
3. What coordination methods are used for sharing leads across departments?
4. How can follow-ups be tracked and closed effectively?
5. What data privacy and confidentiality rules apply to customer records?

## Demonstrate

- Demonstrate correct CRM documentation for feedback, inquiry, and complaint calls
- Show how to tag or route leads to sales and marketing teams.
- Demonstrate updating follow-up status and remarks in the system.
- Show escalation and closure processes through CRM documentation.

## Say

Let us participate in an activity to explore the unit a little more.

## Activity

1. **Activity Name: CRM Documentation & Coordination Exercise**
2. **Objective:** Build accuracy in documentation and confidence in cross-team coordination.
3. **Type:** Group / Pair Activity
4. **Resources:** Case scenarios, sample CRM formats
5. **Duration:** 25–30 minutes
6. **Instructions:**
   - Provide each group with a customer interaction scenario.
   - Document the interaction in a mock CRM format.
   - Identify whether the case requires sales or marketing follow-up.
   - Decide coordination steps and update lead status.
7. **Outcome:** Participants demonstrate proper documentation and teamwork-oriented coordination.

## Notes for Facilitation

- Emphasize customer consent, confidentiality, and data accuracy at all times.
- Reinforce listening skills before offering any solution.
- Discourage hard-selling; focus on need-based selling.
- Provide feedback on tone, clarity, and relevance of offerings.
- Relate examples to real telecom call center environments (service + sales).

## Answers to Exercises for PHB

**A. Multiple Choice Questions (MCQs)**

1. **b)** To ensure compliance and consistent service quality
2. **b)** The time taken to complete a customer call including talk time and after-call work
3. **c)** The functional superiority over other products
4. **b)** Greet politely, verify customer details, and introduce the purpose of the call

**B. Short Answer Questions**

1. Verifying customer data ensures correct identification, prevents errors or fraud, and helps deliver accurate and efficient telecom services.
2. Analyzing high data or call usage to recommend suitable plans or upgrades
3. Identifying frequent service requests to suggest value-added services
4. Accurate CRM documentation helps track issues, ensures timely resolution, supports analysis, and improves customer satisfaction through effective follow-ups.

**C. True/False Statements**

1. **True**
2. **True**
3. **False**
4. **True**
5. **False**

**D. Fill in the Blanks**

1. **Standard calling script**
2. **time a customer spends on hold during a call**
3. **Advantages**
4. **CRM**

# 4. Customer Engagement and Relationship Building

Unit 4.1: Professional Customer Interaction and Requirement Analysis

Unit 4.2: Product Alignment, Promotions, and Sales Transactions

Unit 4.3: Customer Retention, Complaint Handling, and Service Standards

TEL/N0102

## Key Learning Outcomes

By the end of this module, the trainees will be able to:

1. Explain the importance of professional customer interactions in a telecom showroom to enhance customer satisfaction and retention.
2. Demonstrate how to attend to customers and provide personalized service in a professional manner.
3. Describe how to inquire about customer requirements effectively to understand their product and service needs.
4. Show how to inquire about customer requirements and assess their telecom needs.
5. Discuss techniques for aligning customer needs with suitable telecom products and services.
6. Demonstrate techniques to align customer needs with suitable telecom products and services.
7. Explain various promotions, loyalty programs, and bundled offers, and their benefits for customers.
8. Show how to inform customers about promotions, loyalty programs, and bundled offers effectively.
9. Describe the process of guiding customers in selecting the right products and services based on their preferences.
10. Demonstrate the process of guiding customers in selecting the right telecom products and services.
11. Elucidate the key steps involved in processing sales transactions, issuing invoices, and ensuring accurate billing.
12. Show how to process sales transactions, issue invoices, and ensure accurate billing.
13. Explain the role of follow-up interactions in building long-term customer relationships and increasing customer loyalty.
14. Demonstrate customer follow-up techniques to ensure satisfaction and build long-term relationships.
15. Enlist best practices for handling customer complaints and query escalation as per organizational standards.
16. Show how to handle customer complaints and escalate queries in accordance with company policies.
17. Discuss the significance of adhering to Service Level Agreements (SLAs) and maintaining response time standards.

# Unit 4.1: Professional Customer Interaction and Requirement Analysis

## Unit Objectives

By the end of this unit, the trainees will be able to:

1. Explain the importance of professional customer interactions in a telecom showroom to enhance customer satisfaction and retention.
2. Demonstrate how to attend to customers and provide personalized service in a professional manner.
3. Describe how to inquire about customer requirements effectively to understand their product and service needs.
4. Show how to inquire about customer requirements and assess their telecom needs.

## Resources to be Used

Participant Handbook, Projector, Whiteboard & markers, Sample customer interaction scripts, Product brochures/spec sheets, Role-play cards, Feedback checklist

## Say

Good morning and welcome back to this training program on "Telecom Call Center Executive". In this session, we will discuss about the :

- Professional interaction creates a positive first impression and builds customer trust.
- Understanding customer requirements is essential for recommending the right product or service.
- Personalized service improves customer satisfaction and repeat visits.
- Effective questioning helps identify customer needs accurately.

## Ask

Ask the participants the following questions:

- What makes a customer feel welcomed in a showroom?
- How does body language impact customer interactions?
- What type of questions help understand customer requirements better?
- Why is listening important before suggesting a product?

## Do

- Observe and discuss good vs. poor customer interaction examples.
- Practice greeting customers professionally.
- Use role cards to identify customer needs through questioning.
- Match customer requirements with suitable telecom products.

## Elaborate

Use the following main questions to guide discussion:

1. Why is professionalism important in showroom customer interactions?
2. What are effective techniques for requirement analysis?
3. How can open-ended questions help understand customer needs?
4. What mistakes should be avoided during requirement gathering?
5. How does personalized service affect customer loyalty?

## Demonstrate

- Demonstrate professional greeting and engagement with a showroom customer.
- Show how to ask open-ended and probing questions politely.
- Demonstrate assessment of customer needs based on responses.
- Show transition from requirement analysis to product recommendation.

## Say

Let us participate in an activity to explore the unit a little more.

## Activity

1. **Activity Name: Showroom Interaction & Requirement Analysis Role Play**
2. **Objective:** Practice professional interaction and customer need assessment.
3. **Type:** Pair / Group Activity
4. **Resources:** Role cards, product brochures
5. **Duration:** 25–30 minutes
6. **Instructions:**
   - One participant plays the customer, another the showroom executive.
   - Perform greeting, interaction, and requirement analysis.
   - Swap roles and repeat.
7. **Outcome:** Participants confidently handle customers and assess telecom requirements professionally.

## Notes for Facilitation

- Emphasize tone, body language, and active listening.
- Encourage polite and respectful communication.
- Avoid rushing customers or making assumptions.
- Link requirement analysis to customer satisfaction and sales success.
- Provide immediate feedback on interaction style and questioning skills.

# Unit 4.2: Product Alignment, Promotions, and Sales Transactions

## Unit Objectives

By the end of this unit, the trainees will be able to:

1. Discuss techniques for aligning customer needs with suitable telecom products and services.
2. Demonstrate techniques to align customer needs with suitable telecom products and services.
3. Explain various promotions, loyalty programs, and bundled offers, and their benefits for customers.
4. Show how to inform customers about promotions, loyalty programs, and bundled offers effectively.
5. Describe the process of guiding customers in selecting the right products and services based on their preferences.
6. Demonstrate the process of guiding customers in selecting the right telecom products and services.
7. Elucidate the key steps involved in processing sales transactions, issuing invoices, and ensuring accurate billing.
8. Show how to process sales transactions, issue invoices, and ensure accurate billing.

## Resources to be Used

Participant Handbook, Projector, Whiteboard & markers, Product catalogues and tariff plans, Promotion & offer flyers, POS billing screen (demo), Invoice samples, Role-play cards

## Say

- Matching customer needs with the right product builds trust and long-term relationships.
- Clear explanation of promotions and offers increases customer confidence and value perception.
- Ethical and transparent selling improves brand reputation.
- Accurate billing and documentation are critical for customer trust and compliance.

## Ask

Ask the participants the following questions:

- How can incorrect product recommendation affect customer satisfaction?
- What information should be highlighted while explaining promotions?
- How do bundled offers benefit both customers and the company?
- Why is accuracy important during billing and invoicing?

## Do

- Review customer profiles and suggest suitable telecom plans or devices.
- Analyze promotion leaflets and identify key benefits for customers.
- Practice explaining offers in simple, customer-friendly language.
- Observe a sample billing/invoicing flow.

## Elaborate

Use the following main questions to guide discussion:

1. How can customer requirements be translated into suitable product recommendations?
2. What techniques help explain promotions clearly without confusion?
3. How do loyalty programs influence repeat purchases?
4. What are common billing errors and how can they be avoided?
5. Why is transparency important in sales transactions?

## Demonstrate

- Demonstrate aligning customer needs with appropriate telecom products.
- Show how to explain promotions, loyalty programs, and bundled offers.
- Demonstrate guiding customers through product comparison and selection.
- Show step-by-step processing of a sales transaction and invoice generation.
- Demonstrate verification of billing details before finalizing the sale.

## Say

Let us participate in an activity to explore the unit a little more.

## Activity

1. **Activity Name: Product Recommendation & Sales Transaction Role Play**
2. **Objective:** Practice customer need alignment, promotion explanation, and billing accuracy.
3. **Type:** Pair / Group Activity
4. **Resources:** Product brochures, promotion flyers, invoice samples
5. **Duration:** 30 minutes
6. **Instructions:**
   - One participant acts as customer, another as showroom executive.
   - Identify customer needs and recommend a suitable product/service.
   - Explain relevant promotions or bundled offers.
   - Simulate the billing and invoice process.
   - Swap roles and repeat.
7. **Outcome:** Participants confidently recommend products, explain offers, and process sales accurately.

## Notes for Facilitation

- Emphasize ethical selling and honesty in promotions.
- Encourage clarity and simplicity in customer explanations.
- Reinforce verification of customer and billing details.
- Provide feedback on communication, accuracy, and professionalism.
- Relate learning to real telecom showroom operations.

# Unit 4.3: Customer Retention, Complaint Handling, and Service Standards

## Unit Objectives

By the end of this unit, the trainees will be able to:

1. Explain the role of follow-up interactions in building long-term customer relationships and increasing customer loyalty.
2. Demonstrate customer follow-up techniques to ensure satisfaction and build long-term relationships.
3. Enlist best practices for handling customer complaints and query escalation as per organizational standards.
4. Show how to handle customer complaints and escalate queries in accordance with company policies.
5. Discuss the significance of adhering to Service Level Agreements (SLAs) and maintaining response time standards.

## Resources to be Used

Participant Handbook, Projector, Whiteboard & markers, Customer follow-up checklist, Complaint handling SOP flowchart, Sample escalation matrix, Role-play cards

## Say

- Customer retention is as important as acquiring new customers.
- Timely follow-ups show care, responsibility, and professionalism.
- Proper complaint handling can turn dissatisfied customers into loyal ones.
- SLAs help maintain service quality, accountability, and response discipline.

## Ask

Ask the participants the following questions:

- Why are follow-up interactions important after a sale or service request?
- How does poor complaint handling affect brand image?
- When should a complaint be escalated?
- What happens if SLAs and response times are not met?

## Do

- Review examples of follow-up scenarios (post-sale, service resolution).
- Analyze a sample customer complaint and decide action steps.
- Study an escalation matrix and identify responsible roles.
- Match complaints with appropriate SLA response timelines.

## Elaborate

Use the following main questions to guide discussion:

1. How do follow-ups contribute to customer loyalty and repeat business?
2. What are the key steps in handling a customer complaint professionally?
3. How can escalation be done smoothly without upsetting the customer?
4. What are SLAs and why are they critical in telecom service delivery?
5. How can executives manage customer expectations during delays?

## Demonstrate

- Demonstrate a customer follow-up interaction after a sale or service.
- Show correct complaint handling using empathy and clear communication.
- Demonstrate escalation of a complaint as per organizational policy.
- Show how SLA timelines are checked and communicated to customers.

## Say

Let us participate in an activity to explore the unit a little more.

## Activity

1. **Activity Name: Complaint Handling & Follow-Up Role Play**
2. **Objective:** Practice customer retention, complaint resolution, and SLA adherence.
3. **Type:** Pair / Group Activity
4. **Resources:** Role-play cards, escalation flowchart
5. **Duration:** 30 minutes
6. **Instructions:**
   - One participant plays a customer with a complaint.
   - Another acts as showroom executive handling the issue.
   - Perform complaint handling, escalation (if required), and follow-up.
   - Swap roles and repeat with a new scenario.
7. **Outcome:** Participants handle complaints confidently and maintain service standards.

## Notes for Facilitation

- Emphasize empathy, patience, and calm communication.
- Reinforce listening before responding to complaints.
- Avoid defensive language or blaming other teams.
- Highlight SLA compliance as a professional responsibility.
- Encourage solution-oriented thinking during customer interactions.

## Answers to Exercises for PHB

**A. Multiple Choice Questions (MCQs)**

1. **b)** To enhance customer satisfaction and retention
2. **c)** Asking open-ended questions and listening carefully
3. **b)** Retain existing customers and reward loyalty
4. **b)** Response times and services meet agreed standards

**B. Short Answer Questions**

1. Follow-up interactions help ensure customer satisfaction, resolve pending issues, build trust, and strengthen long-term customer relationships.
2. Customers are guided by understanding their needs, usage patterns, and budget, explaining suitable options, and recommending appropriate telecom products or plans.
3. Key steps include capturing customer details, selecting products/services, generating invoices, verifying charges, processing payment, and confirming the transaction with the customer.

**C. True/False Statements**

1. **True**
2. **False**
3. **True**
4. **True**
5. **True**

**D. Fill in the Blanks**

1. **satisfaction**
2. **loyal**
3. **sales**
4. **escalation**

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# 5. Showroom Operations and Sales Optimization

Unit 5.1: Showroom Operations and Sales Optimization

TEL/N0102

## Key Learning Outcomes

By the end of this module, the trainees will be able to:

1. Explain the importance of maintaining showroom displays as per branding and cleanliness standards to attract customers.
2. Demonstrate how to maintain showroom displays as per branding and cleanliness standards.
3. Describe procedures for restocking products and updating price tags in coordination with the supervisor.
4. Show how to restock products and update price tags in coordination with the supervisor.
5. Discuss key sales metrics, such as conversion rate, footfall, and revenue targets, and their role in analyzing showroom performance.
6. Demonstrate the process of tracking daily sales, customer footfall, and inquiries to analyze showroom performance.
7. Explain techniques for identifying upselling and cross-selling opportunities to maximize sales revenue.
8. Show how to identify and implement upselling and cross-selling techniques to boost revenue.
9. Elucidate best practices for cash handling, inventory management, and data protection in showroom operations.
10. Demonstrate security procedures for cash handling, inventory management, and customer data protection.
11. Discuss how a well-maintained showroom impacts customer perceptions, sales performance, and brand reputation.

# Unit 5.1: Professional Customer Interaction and Requirement Analysis

## Unit Objectives

By the end of this unit, the trainees will be able to:

1. Explain the importance of maintaining showroom displays as per branding and cleanliness standards to attract customers.
2. Demonstrate how to maintain showroom displays as per branding and cleanliness standards.
3. Describe procedures for restocking products and updating price tags in coordination with the supervisor.
4. Show how to restock products and update price tags in coordination with the supervisor.
5. Discuss key sales metrics, such as conversion rate, footfall, and revenue targets, and their role in analyzing showroom performance.
6. Demonstrate the process of tracking daily sales, customer footfall, and inquiries to analyze showroom performance.
7. Explain techniques for identifying upselling and cross-selling opportunities to maximize sales revenue.
8. Show how to identify and implement upselling and cross-selling techniques to boost revenue.
9. Elucidate best practices for cash handling, inventory management, and data protection in showroom operations.
10. Demonstrate security procedures for cash handling, inventory management, and customer data protection.
11. Discuss how a well-maintained showroom impacts customer perceptions, sales performance, and brand reputation.

## Resources to be Used

Participant Handbook, Projector, Whiteboard & markers, Sample showroom layout plan, Branding guidelines (visual), Price tag samples, Daily sales & footfall register, POS screen (demo), Inventory checklist

## Say

- A clean and attractive showroom creates a strong first impression for customers.
- Well-maintained displays highlight products effectively and encourage inquiries.
- Accurate stock levels and correct pricing support smooth sales operations.
- Sales metrics help analyze performance and identify improvement areas.
- Secure handling of cash, inventory, and customer data builds trust and compliance.

## Ask

Ask the participants the following questions:

- Why is visual merchandising important in a telecom showroom?
- How can incorrect pricing or stock display affect sales?
- What do conversion rate and footfall indicate about showroom performance?
- How can upselling and cross-selling improve revenue without affecting trust?

## Do

- Review a sample showroom layout and identify improvement areas.
- Practice arranging products as per branding and cleanliness standards.
- Analyze a sample daily sales and footfall report.
- Identify potential upsell or cross-sell opportunities from customer scenarios.

## Elaborate

Use the following main questions to guide discussion:

1. How do branding and cleanliness standards influence customer behavior?
2. What are the correct steps for restocking and price tag updates?
3. How are showroom sales metrics tracked and used for analysis?
4. What ethical techniques support effective upselling and cross-selling?
5. Why are cash handling and data protection critical in showroom operations?

## Demonstrate

- Demonstrate correct maintenance of showroom displays and demo units.
- Show the process of restocking products and updating price tags with approval.
- Demonstrate entry of daily sales, footfall, and inquiry data.
- Show identification of upselling and cross-selling opportunities during interaction.
- Demonstrate secure cash handling, inventory checks, and customer data protection steps.

## Say

Let us participate in an activity to explore the unit a little more.

## Activity

1. **Activity Name: Showroom Operations & Sales Optimization Exercise**
2. **Objective:** Build operational discipline and sales performance awareness.
3. **Type:** Group / Pair Activity
4. **Resources:** Showroom checklist, product catalogs, sales data samples
5. **Duration:** 30 minutes
6. **Instructions:**
   - Groups assess a mock showroom scenario.
   - Identify display gaps, pricing errors, and restocking needs.
   - Analyze provided sales and footfall data.
   - Suggest two upselling or cross-selling opportunities and controls.
7. **Outcome:** Participants apply showroom management and sales optimization concepts effectively.

## Notes for Facilitation

- Emphasize consistency with branding and hygiene standards.
- Reinforce teamwork and coordination with supervisors.
- Avoid aggressive selling; focus on value-based recommendations.
- Highlight accountability in cash and data handling.
- Relate showroom maintenance directly to customer trust and revenue growth.

## Answers to Exercises for PHB

**A. Multiple Choice Questions (MCQs)**

1. **b)** To attract and engage customers
2. **b)** Conversion rate
3. **b)** Offering additional products or services to increase overall sales
4. **c)** Following organizational data protection protocols

**B. True / False**

1. **True**
2. **False**
3. **True**
4. **True**

**C. Short Answer Questions**

1.
- Analyzing customer needs and usage patterns to suggest higher-value plans or add-on services
- Recommending complementary products such as accessories along with the main telecom product

2. Products are restocked by checking inventory levels, informing the supervisor, receiving approved stock, updating shelves, and revising price tags as per supervisor instructions.

3.
- Cash handling: Verify amounts, issue receipts, and follow cash deposit procedures
- Inventory management: Maintain stock records and conduct regular stock checks
- Customer data protection: Follow data security policies and restrict data access to authorized personnel

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# 6. Tracking and Evaluating Self-Performance

Unit 6.1 - Tracking and Evaluating Self-Performance

TEL/N0115

## Key Learning Outcomes

By the end of this module, the trainees will be able to:

1. Explain the importance of tracking daily work metrics such as login hours, customer interactions, call handling time, and attendance.
2. Demonstrate how to record daily work-related metrics, including login hours, customer interactions, and attendance.
3. Describe procedures for maintaining accurate records of completed tasks and escalating issues as per company guidelines.
4. Show how to maintain accurate documentation of completed tasks and escalate issues following company procedures.
5. Discuss methods for comparing personal performance against assigned sales, service, or operational targets.
6. Demonstrate how to compare personal performance against assigned sales, service, or operational targets using performance reports.
7. Elucidate different sources of feedback, including customer reviews, supervisor evaluations, and internal reports.
8. Show how to collect and review customer and supervisor feedback to assess service quality and efficiency.
9. Explain how to analyze feedback and audit results to identify strengths and areas for improvement.
10. Demonstrate techniques to analyze feedback and identify areas for self-improvement.
11. Enlist best practices for utilizing feedback to enhance service quality and work efficiency.

# Unit 6.1: Tracking and Evaluating Self-Performance

## Unit Objectives

By the end of this unit, the trainees will be able to:

1. Explain the importance of tracking and recording daily work metrics such as login hours, customer interactions, call handling time, and attendance.
2. Maintain accurate records of completed tasks and escalate issues in line with company procedures.
3. Describe and apply methods for comparing personal performance against assigned sales, service, or operational targets.
4. Use performance reports to review and evaluate individual work outcomes.
5. Identify key sources of feedback, including customer, supervisory, and internal reports.
6. Analyze feedback and audit results to identify strengths and areas for self-improvement
7. Apply best practices for using feedback to improve service quality and work efficiency.

## Resources to be Used

Participant handbook, pen, pencil, notepad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, etc.

## Note

In this unit, we will discuss how to monitor and analyse self-performance.

## Say

Good morning and welcome back to this training program on “Telecom Call Center Executive”. In this session, we will discuss how to monitor and analyse self-performance.

## Ask

Ask the trainees the following questions:

- What are the performance parameters?

Write down the trainees’ answers on the whiteboard/flipchart. Draw appropriate cues from the answers and start teaching the lesson.

## Elaborate

In this session, we will discuss the following points:

- Performance parameters
  o Targets for revenue performance
  oProcesses related to the collection and bad debt recovery o
  Common performance parameters in a telecom call center
- Customer service quality parameters
- Review with superiors
- Review period

## Say

Let us participate in a role-play to understand the grievance handling

## Activity

- This session will be a role-play activity
- Take the trainees to a spacious room/ open space
- Divide the class into groups where the trainees make demonstrations of a relationship center
- The trainees will demonstrate the correct process of handling the activities of a relationship center
- Assign a hypothetical situation of identifying and checking the price of products with respect to discounts and offers on each product
- Allot 10-15 minutes for each team to complete the task.
- You will inspect the work of each group.
- The group showcasing the best work will be appreciated

| Activity | Duration (in mins) | Resources used |
|---|---|---|
| Role Play | 60 minutes | Cordless Microphones (if required), Pen, Notebook, Participant Handbook, Whiteboard, Markers, etc. |

## Do

- Provide each trainee with constructive feedback
- Ensure that each role play meets the session objectives

## Notes for Facilitation

- Ask the trainees if they have any questions
- Answer all the questions/doubts raised by the trainees in the class
- Encourage other trainees to answer queries/questions and boost peer learning in the class

## Answers to Exercises for PHB

**A. Multiple Choice Questions (MCQs)**

1. **b)** To ensure service quality, efficiency, and compliance
2. **d)** All of the above
3. **b)** Escalate them as per company guidelines
4. **b)** Analyze strengths and areas of improvement and take corrective action

**B. Short Answer Questions**

1. Accurate records are maintained by documenting completed tasks promptly, following standard formats, updating systems regularly, and ensuring correctness as per company guidelines.
2. Performance reports provide measurable data on sales, service levels, or productivity, helping individuals compare actual performance against assigned targets.
3. Analyzing audit results helps identify gaps, strengths, and non-compliance areas, enabling corrective actions and continuous self-improvement.

**C. True/False Statements**

1. **False**
2. **True**
3. **True**
4. **True**
5. **False**

**D. Fill in the Blanks**

1. **accuracy**
2. **performance**
3. **feedback**
4. **strengths**

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# 7. Enhancing Work Performance and Adapting to Feedback

Unit 6.1 - Enhancing Work Performance and Adapting to Feedback

TEL/N0115

## Key Learning Outcomes

By the end of this module, the trainees will be able to:

1. Explain the significance of implementing corrective actions suggested by supervisors to enhance work performance.
2. Demonstrate how to implement corrective actions based on supervisor feedback to improve work performance.
3. Discuss the importance of conducting periodic performance reviews to track progress and identify areas for improvement.
4. Show how to conduct a self-assessment and participate in performance review discussions with supervisors.
5. Elucidate the process of seeking clarifications on job expectations and applying suggested strategies for better efficiency.
6. Demonstrate effective ways to seek clarifications and apply suggested efficiency strategies in the workplace.
7. Describe the need to adapt to evolving work processes and performance requirements to stay efficient.
8. Show how to adapt to new work processes and performance requirements in a dynamic environment.
9. Enlist best practices for following security protocols and data privacy rules while handling customer data.
10. Demonstrate compliance with security protocols and data privacy rules while handling customer information.
11. Explain the importance of proactive learning and continuous skill development for career growth.

# Unit 7.1: Tracking and Evaluating Self-Performance

## Unit Objectives

By the end of this unit, the trainees will be able to:

1. Explain the significance of implementing corrective actions suggested by supervisors to enhance work performance.
2. Demonstrate how to implement corrective actions based on supervisor feedback to improve work performance.
3. Discuss the importance of conducting periodic performance reviews to track progress and identify areas for improvement.
4. Show how to conduct a self-assessment and participate in performance review discussions with supervisors.
5. Elucidate the process of seeking clarifications on job expectations and applying suggested strategies for better efficiency.
6. Demonstrate effective ways to seek clarifications and apply suggested efficiency strategies in the workplace.
7. Describe the need to adapt to evolving work processes and performance requirements to stay efficient.
8. Show how to adapt to new work processes and performance requirements in a dynamic environment.
9. Enlist best practices for following security protocols and data privacy rules while handling customer data.
10. Demonstrate compliance with security protocols and data privacy rules while handling customer information.
11. Explain the importance of proactive learning and continuous skill development for career growth.

## Resources to be Used

Participant handbook, pen, pencil, notepad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, etc.

## Note

In this unit, we will discuss how to monitor and analyse self-performance.

## Say

Good morning and welcome back to this training program on “Telecom Call Center Executive”. In this session, we will discuss how to monitor and analyse self-performance.

## Ask

Ask the trainees the following questions:

- What are the performance parameters?

Write down the trainees' answers on the whiteboard/flipchart. Draw appropriate cues from the answers and start teaching the lesson.

## Elaborate

In this session, we will discuss the following points:

- Performance parameters
  - o Targets for revenue performance
  - oProcesses related to the collection and bad debt recovery o Common performance parameters in a telecom call center
- Customer service quality parameters
- Review with superiors
- Review period

## Activity

- This session will be a role-play activity
- Take the trainees to a spacious room/ open space
- Divide the class into groups where the trainees make demonstrations of a relationship center
- The trainees will demonstrate the correct process of handling the activities of a relationship center
- Assign a hypothetical situation of identifying and checking the price of products with respect to discounts and offers on each product
- Allot 10-15 minutes for each team to complete the task.
- You will inspect the work of each group.
- The group showcasing the best work will be appreciated

| Activity | Duration (in mins) | Resources used |
|---|---|---|
| Role Play | 60 minutes | Cordless Microphones (if required), Pen, Notebook, Participant Handbook, Whiteboard, Markers, etc. |

## Notes for Facilitation

- Ask the trainees if they have any questions
- Answer all the questions/doubts raised by the trainees in the class
- Encourage other trainees to answer queries/questions and boost peer learning in the class

## Answers to Exercises for PHB

A. MCQs – Answers

1. b) To improve work performance and efficiency
2. a) Identifying strengths and improvement areas
3. a) To keep customer information confidential and secure
4. b) It ensures career growth and adaptability to new requirements

B. Short Answer – Answers

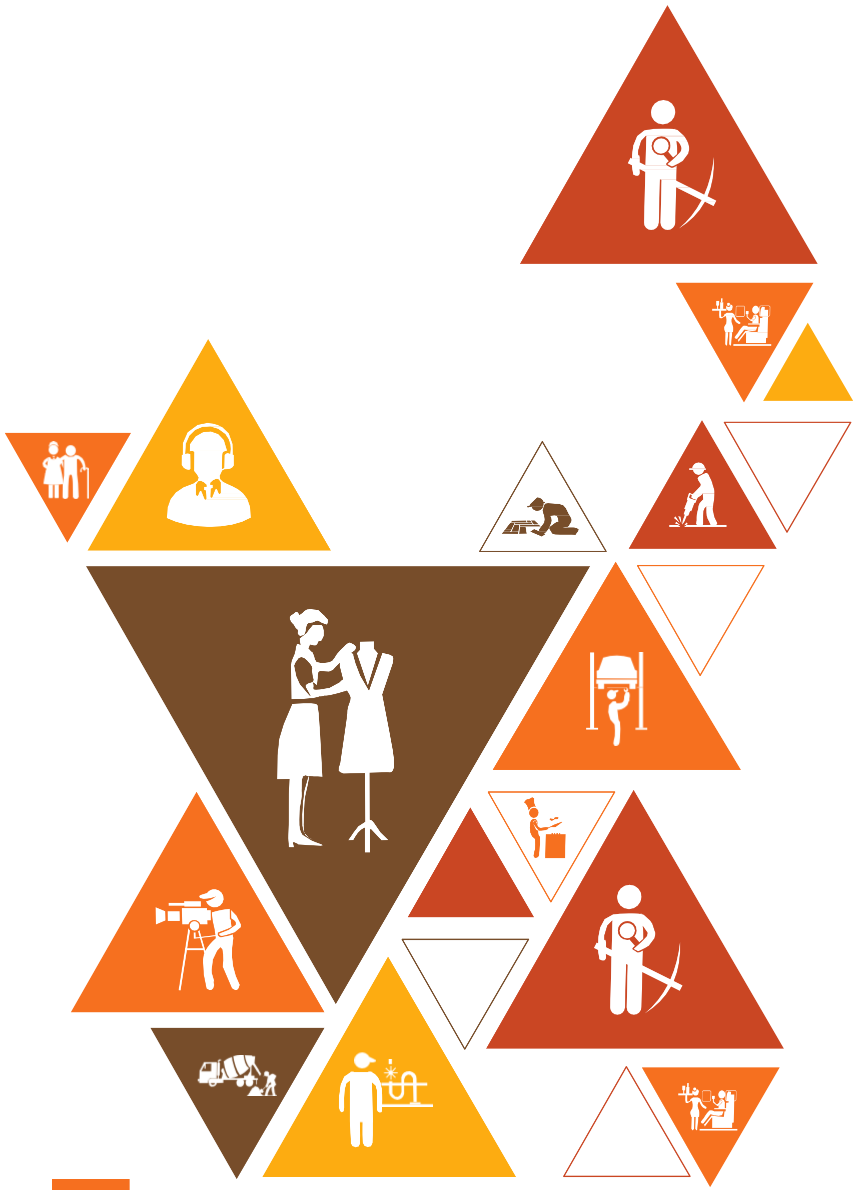
1. Self-assessment helps identify strengths and gaps, making discussions with supervisors more effective and focused.
2. Asking supervisors directly and referring to written guidelines or SOPs.
3. Because technology and customer needs change rapidly, requiring updated skills and processes.

C. True/False – Answers

1. False
2. True
3. False
4. True
5. True

D. Fill in the Blanks – Answers

1. Performance
2. clarifications
3. efficiency
4. customer



# 8. Maintaining Professional Appearance and Workplace Etiquette

Unit 6.1 - Enhancing Work Performance and Adapting to Feedback

TEL/N0115

## Key Learning Outcomes

By the end of this module, the trainees will be able to:

1. Explain the significance of implementing corrective actions suggested by supervisors to enhance work performance.
2. Demonstrate how to implement corrective actions based on supervisor feedback to improve work performance.
3. Discuss the importance of conducting periodic performance reviews to track progress and identify areas for improvement.
4. Show how to conduct a self-assessment and participate in performance review discussions with supervisors.
5. Elucidate the process of seeking clarifications on job expectations and applying suggested strategies for better efficiency.
6. Demonstrate effective ways to seek clarifications and apply suggested efficiency strategies in the workplace.
7. Describe the need to adapt to evolving work processes and performance requirements to stay efficient.
8. Show how to adapt to new work processes and performance requirements in a dynamic environment.
9. Enlist best practices for following security protocols and data privacy rules while handling customer data.
10. Demonstrate compliance with security protocols and data privacy rules while handling customer information.
11. Explain the importance of proactive learning and continuous skill development for career growth.

# Unit 7.1: Tracking and Evaluating Self-Performance

## Unit Objectives

By the end of this unit, the trainees will be able to:

1. Explain the significance of implementing corrective actions suggested by supervisors to enhance work performance.
2. Demonstrate how to implement corrective actions based on supervisor feedback to improve work performance.
3. Discuss the importance of conducting periodic performance reviews to track progress and identify areas for improvement.
4. Show how to conduct a self-assessment and participate in performance review discussions with supervisors.
5. Elucidate the process of seeking clarifications on job expectations and applying suggested strategies for better efficiency.
6. Demonstrate effective ways to seek clarifications and apply suggested efficiency strategies in the workplace.
7. Describe the need to adapt to evolving work processes and performance requirements to stay efficient.
8. Show how to adapt to new work processes and performance requirements in a dynamic environment.
9. Enlist best practices for following security protocols and data privacy rules while handling customer data.
10. Demonstrate compliance with security protocols and data privacy rules while handling customer information.
11. Explain the importance of proactive learning and continuous skill development for career growth.

## Resources to be Used

Participant handbook, pen, pencil, notepad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, etc.

## Note

In this unit, we will discuss how to monitor and analyse self-performance.

## Say

Good morning and welcome back to this training program on "Telecom Call Center Executive". In this session, we will discuss how to monitor and analyse self-performance.

## Ask

Ask the trainees the following questions:

- What are the performance parameters?

Write down the trainees' answers on the whiteboard/flipchart. Draw appropriate cues from the answers and start teaching the lesson.

## Elaborate

In this session, we will discuss the following points:

- Performance parameters
  - o Targets for revenue performance
  - oProcesses related to the collection and bad debt recovery o
  - Common performance parameters in a telecom call center
- Customer service quality parameters
- Review with superiors
- Review period

## Activity

- This session will be a role-play activity
- Take the trainees to a spacious room/ open space
- Divide the class into groups where the trainees make demonstrations of a relationship center
- The trainees will demonstrate the correct process of handling the activities of a relationship center
- Assign a hypothetical situation of identifying and checking the price of products with respect to discounts and offers on each product
- Allot 10-15 minutes for each team to complete the task.
- You will inspect the work of each group.
- The group showcasing the best work will be appreciated

| Activity | Duration (in mins) | Resources used |
|---|---|---|
| Role Play | 60 minutes | Cordless Microphones (if required), Pen, Notebook, Participant Handbook, Whiteboard, Markers, etc. |

## Notes for Facilitation

- Ask the trainees if they have any questions
- Answer all the questions/doubts raised by the trainees in the class
- Encourage other trainees to answer queries/questions and boost peer learning in the class

## Answers to Exercises for PHB

A. MCQs – Answers

1. b) To improve work performance and efficiency
2. a) Identifying strengths and improvement areas
3. a) To keep customer information confidential and secure
4. b) It ensures career growth and adaptability to new requirements

B. Short Answer – Answers

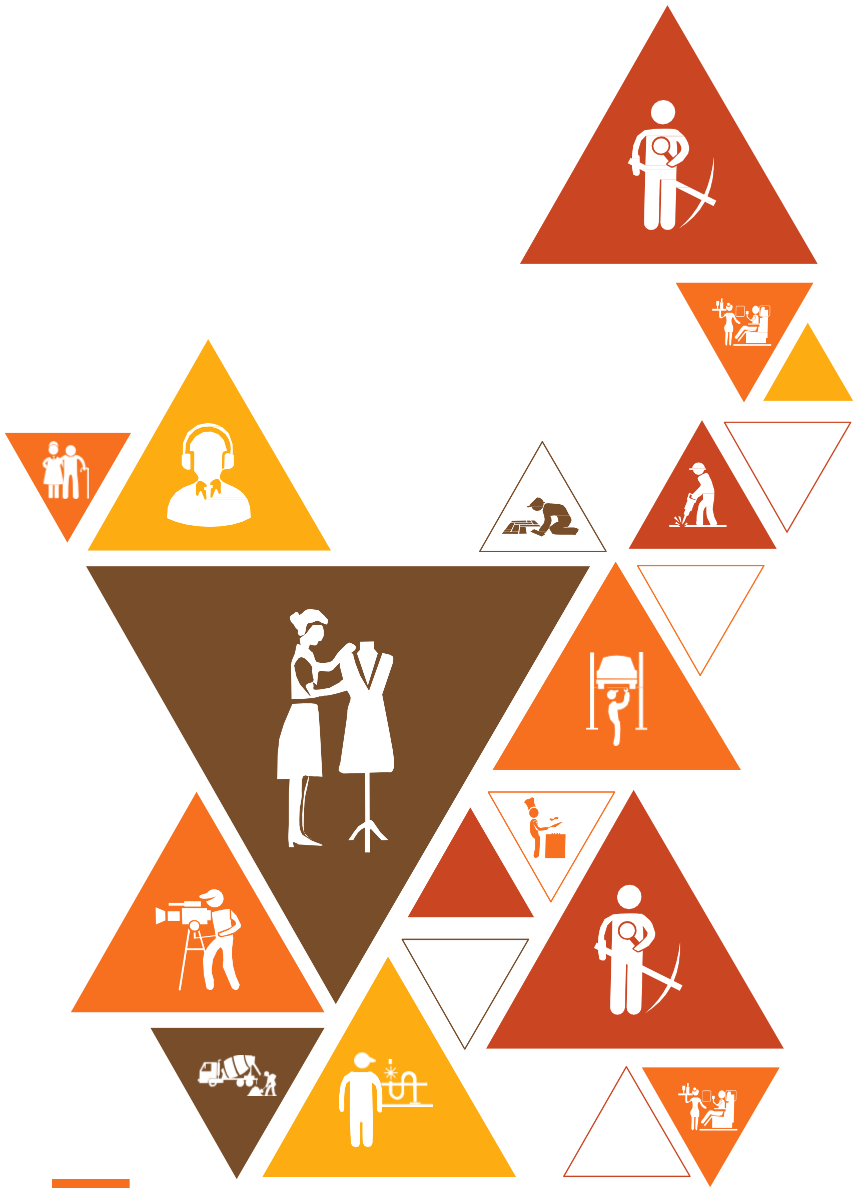
1. Self-assessment helps identify strengths and gaps, making discussions with supervisors more effective and focused.
2. Asking supervisors directly and referring to written guidelines or SOPs.
3. Because technology and customer needs change rapidly, requiring updated skills and processes.

C. True/False – Answers

1. False
2. True
3. False
4. True
5. True

D. Fill in the Blanks – Answers

1. Performance
2. clarifications
3. efficiency
4. customer



# 8. Maintaining Professional Appearance and Workplace Etiquette

Unit 2.1 - Maintaining Professional Appearance and Workplace Etiquette

Unit 2.2 - Organizing and Managing the Work Area Efficiently

TEL/N2217

## KKey Learning Outcomes

At the end of this module, you will be able to:

1. Explain the importance of following prescribed uniform/dress code and grooming standards as per organizational guidelines.
2. Demonstrate how to wear and maintain the prescribed uniform and follow grooming standards as per company policies.
3. Describe the significance of maintaining personal hygiene and demonstrating professional etiquette in the workplace.
4. Show how to practice good personal hygiene and professional workplace etiquette.
5. Elucidate the standard operating procedures for wearing and displaying identification badges.
6. Demonstrate the correct way to wear and display identification badges as per organizational protocols.
7. Discuss best practices for greeting customers, understanding their concerns, and assisting them professionally.
8. Show how to greet customers courteously, understand their concerns, and provide relevant assistance.

# UNIT 8.1: Maintaining Professional Appearance and Workplace Etiquette

## Unit Objectives

At the end of this unit, the participants will be able to:

1. Explain the importance of following prescribed uniform/dress code and grooming standards as per organizational guidelines.
2. Describe the significance of maintaining personal hygiene and demonstrating professional etiquette in the workplace.
3. Elucidate the standard operating procedures for wearing and displaying identification badges.
4. Discuss best practices for greeting customers, understanding their concerns, and assisting them professionally.
5. Demonstrate how to wear and maintain the prescribed uniform and follow grooming standards as per company policies.
6. Show how to practice good personal hygiene and professional workplace etiquette.
7. Demonstrate the correct way to wear and display identification badges as per organizational protocols.
8. Show how to greet customers courteously, understand their concerns, and provide relevant assistance.

## Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids
- Presentation slides
- Multimedia

## Notes

This session of the program deals with personal grooming. Explain that personal grooming and dressing is very important to customer care executives as they are the face of the organisation and initially the customers interact with them.

## Say

Good morning and warm welcome to this training program on customer care executive (repair centre). Before we begin a session on personal grooming, let us revise the previous session.

## Do

Begin with revising the things explained in previous session. Ask the following questions:

- What are the mobile handset trends?
- What are the basic components of a mobile handset?

Encourage the participants to give answers. If they have doubts, clarify them and tell them about what they are going to study in the session.

## Elaborate

- Importance of Uniform and Grooming Standards
- Significance of Personal Hygiene and Professional Etiquette
- SOPs for Wearing and Displaying ID Badges
- Best Practices for Greeting and Assisting Customers

## Activity

- **Duration**: 40 minutes
- **Resources**: Sample ID badges, grooming checklist, mirror, projector, customer scenario cards..
- **Steps**:

1. Divide trainees into small groups.
2. Ask each group to review the grooming checklist and identify dos and don'ts.
3. Conduct a role-play where: One trainee acts as a customer and other acts as a broadband technician
4. The technician will: Wear ID badge correctly, maintain grooming standards, greet the customer politely and understand and respond to the customer's concern
5. Rotate roles so everyone participates.

## Do

- Write key insights from each group on the whiteboard.
- Encourage trainees to share their experiences or assumptions.
- Ask one trainee to summarize the key takeaways from the activity.

## Notes for Facilitation

- Encourage active participation from all trainees.
- Promote peer learning and group discussions.
- Clarify doubts immediately to ensure concept clarity.
- Relate topics to real-field and industry scenarios.
- Ensure safety practices are followed during practical sessions.

# 9. Organizing and Managing the Work Area Efficiently

Unit 2.1 - Logging, Recording, and Document Verification in Customer Service

TEL/N2217

# UNIT 2.2: Logging, Recording, and Document Verification in Customer Service

## Unit Objectives

1. Explain the standard procedures for logging customer queries, complaints, and service requests in CRM software or designated registers.
2. Describe the process of recording and updating daily customer interactions, service requests, and unit intake for repair/replacement.
3. Elucidate the importance of verifying and validating customer documents for service processing while ensuring compliance with company policies.
4. Discuss the significance of monitoring turnaround time and adhering to Service Level Agreements (SLAs) for customer resolutions.
5. Enlist the functions of key departments and escalation protocols for issue resolution.
6. Explain the use of digital tools, CRM applications, and reporting systems in streamlining customer service operations.
7. Describe the importance of workload management in meeting productivity, service, and quality benchmarks.
8. Demonstrate how to log customer queries, complaints, and service requests in CRM software or designated registers.
9. Show how to accurately record and update customer interactions, service requests, and unit intake for repair/replacement.
10. Demonstrate the process of verifying and validating customer documents for service processing while ensuring compliance with company policies.
11. Show how to track turnaround time and adhere to SLAs for customer resolutions using digital tools.
12. Demonstrate the effective use of CRM applications and reporting systems for data entry and customer service tracking.
13. Show how to manage workload efficiently to meet productivity, service, and quality benchmarks.

## Resources to be Used

Participant handbook, CRM software (demo version), laptop/desktop systems, projector, whiteboard, markers, sample customer forms, document samples (ID proofs, invoices), escalation matrix charts, reporting sheets, SLA tracker templates.

## Say

Good morning and warm welcome to this training program on customer care executive (repair centre). Before we begin a session on customer service, its phases and its characteristics, let us revise the previous session.

## Do

Begin with revising the topics explained in the previous session. Ask the following questions:

- What is the importance of personal grooming?
- What are the different points of maintaining personal hygiene and professional behaviour?

Encourage the participants to give answers. If they doubts, clarify them and tell them about what they are going to study in the session.

## Say

Let us begin a session on customer service, its phases and its characteristics.

## Ask

Ask the participants whether they know about customer service. Ask them if they have ever visited a handset repair centre to get their handset repaired?

## Elaborate

- Procedures for Logging Customer Queries and Complaints
- Recording Daily Interactions and Service Requests
- Document Verification & Validation
- Turnaround Time (TAT) & SLA Compliance
- Use of Digital Tools & CRM Applications

## Activity

- **Duration**: 40 minutes
- **Resources**: Laptops with CRM demo, sample customer records, SLA tracking sheet.
- **Steps**:

1. Divide participants into pairs.
2. Provide each pair with 3 sample customer cases (query, complaint, repair request).
3. Ask them to:
   - Log the cases in the CRM
   - Update interaction notes
   - Attach document details
   - Set TAT and SLA timers
4. Each trainee will then practice:
   - Document verification
   - Updating ticket status
   - Escalating overdue tickets

## Notes for Facilitation

- Encourage active participation from all trainees.
- Promote peer learning and group discussions.
- Clarify doubts immediately to ensure concept clarity.
- Relate topics to real-field and industry scenarios.
- Ensure safety practices are followed during practical sessions.

## Exercise

**Answers to exercises for PHB**

**A. MCQs**

1. **b)**
2. **a)**
3. **b)**
4. **a)**

**B. Short Answers**

1. Record customer details, issue, generate ticket, assign, and track in CRM.
2. Monitor ticket status, SLA timelines, and close within defined TAT.
3. Ensures timely service, balanced workload, and productivity targets.

**C. True / False**

1. True
2. False
3. True
4. False
5. True

**D. Fill in the Blanks**

1. tracking
2. turnaround time (TAT)
3. customer service
4. quality

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Employability Skills

# 7. Annexures

Annexure I : Training Delivery Plan

Annexure II: Assessment Criteria

Annexure III: List of QR codes in PHB

# Annexure I

# Training Delivery Plan

| Training Delivery Plan | | | |
|---|---|---|---|
| **Program Name:** | Telecom Call Center Executive – Call Center/Relationship Center | | |
| **Qualification Pack Name & Ref. ID** | TEL/Q0100 VERSION 4.0 | | |
| **Version No.** | 5.0 | **Version Update Date** | 08/05/2025 |
| **Pre-requisites to Training (if any)** | Not Applicable | | |
| **Training Outcomes** | **By the end of this program, the participants will be able to:**<br>1. Analyse and resolve customer requirements<br>2. Manage walk-in customers<br>3. Analyse feedback received from seniors/peers and customers<br>4. Evaluate self-performance<br>5. Organise work and resources as per health and safety standards<br>6. Interact effectively with others while being sensitive to gender and persons with disabilities.<br>7. Attend customer service calls<br>8. Perform sales calls<br>9. Sell, upsell and cross-sell products/services<br>10. Manage showroom upkeep and customer transactions | | |

| SL | Module Name | Session name | Session Objectives | NOS | Methodology | Training Tools/Aids | Duration (hours) |
|---|---|---|---|---|---|---|---|
| **1** | **Role and Responsi-bilities of a Customer Care Exec-utive** | **Responsi-bilities of a Customer Care Exec-utive/Re-lationship Center** | • Describe the size and scope of the Telecom industry and its various sub-sectors | Bridge module | Classroom lecture / PowerPoint Presentation / Question & Answer / Group Discus-sion | Laptop, white board, marker, projector, Documents of standard operating proce-dures, code of conduct, checklists, schedules tools and equipment, status report | 7 Theory (5:00) Practical (2:00) |
| | | | • Explain the role and responsibilities of customer care executive<br>• Understand customer service by handling, following and resolving walking-customer's queries, requests and complaints and proactively recommend/ sell organisation's products and services. | | | | 7 Theory (5:00) Practical (2:00) |

| SL | Module Name | Session name | Session Objectives | NOS | Methodology | Training Tools/Aids | Duration (hours) |
|---|---|---|---|---|---|---|---|
| | | | • Discuss the various opportunities for a customer care executive in the Telecom industry<br>• Understand Call centre specific concepts<br>• Discuss organisational policies on incentives, delivery standards, personnel management and public relations (PR) pertinent to the job role.<br>• Describe the process workflow in the organization and the role of customer care executive in the process. | | | | 8 Theory (5:00) Practical (3:00) |
| | | | • Gain Knowledge of methods for selling, up-selling and cross-selling.<br>• Managing Service Desk and Customer Management<br>• Develop customer relationship<br>• Develop soft skills and professional skills<br>• Understand technical skills (CRM software) | | | | 8 Theory (5:00) Practical (3:00) |
| **2** | **Anal-yse and Resolve Customer Require-ments** | **Analyse customer require-ments and needs** | • Illustrate the process to collect information from customers to log their query<br>• Apply appropriate technique to assess customer's details for any account-related information<br>• Explain how to categorise and record customer's interaction as a query, request or a complaint | TEL/N0101 PC1, PC2, PC3, KU5 | Classroom lecture / PowerPoint Presentation / Question & Answer / Group Discus-sion | Laptop, white board, marker, projector, Product Manuals, Customer Registra-tion form, customer feedback form, customer complaint form, | 8 Theory (3:00) Practical (5:00) |

| SL | Module Name | Session name | Session Objectives | NOS | Methodology | Training Tools/Aids | Duration (hours) |
|---|---|---|---|---|---|---|---|
| | | **Handle customer inquiries** | • Discuss how to respond to customer inquiries, requests or complaints courteously and efficiently on phone and face-to-face | TEL/N0101 PC4 | | Laptop with customer relation-ship man-agement software | 8 Theory (3:00) Practical (5:00) |
| | | | • Employ appropriate ways to estimate and inform the customer about the time needed for resolution if an immediate solution cannot be provided | TEL/N0101 PC5 | | | 8 Theory (3:00) Practical (5:00) |
| | | | • Discuss how to resolve customer queries and avoid escalations | TEL/N0101 PC6, KU2 | | | 7 Theory (2:00) Practical (5:00) |
| | | | • Role-play to seek assistance from senior (supervisor/floor support/manager) when customer inquiries cannot be fully answered | TEL/N0101 PC7 | | | 7 Theory (2:00) Practical (5:00) |
| | | | • Practice coordinating with other departments to ensure that all pending queries and complaints are responded to in a timely and satisfactory manner | TEL/N0101 PC8 | | | 7 Theory (2:00) Practical (5:00) |
| 3 | **Interact with Customer** | **Interact with customer effectively** | • State the importance of the helpdesk in supporting business operations<br>• List the considerate factors to categorize different types of customers<br>• Show how to attend to customers by providing personalised service in a professional manner | TEL/N0102 PC1, KU1 | Classroom lecture / PowerPoint Presentation / Question & Answer / Group Discussion | Laptop, white board, marker, projector, accessories Laptop with Customer Relation-ship Man-agement (CRM) software | 8 Theory (3:00) Practical (5:00) |

| SL | Module Name | Session name | Session Objectives | NOS | Methodology | Training Tools/Aids | Duration (hours) |
|---|---|---|---|---|---|---|---|
| | | | • Demonstrate how to greet and initiate interaction with the walk-in customers | | | Complete range of handset, Product Manuals, Customer Registration form, Customer Feedback form | |
| | | | • Demonstrate appropriate techniques to understand customer's requirements<br>• Show how to inquire about customer's requirement for products and services | TEL/N0102 PC2 | | | 8 Theory (3:00) Practical (5:00) |
| | | | • Evaluate ways to provide customised solution by balancing customer's expectations with the organisation's service offerings<br>• Perform multiple techniques to sell own product/services by using feature advantage benefits (FAB) approach | TEL/N0102 PC3, KU7 | | | 8 Theory (3:00) Practical (5:00) |
| | | | • Practice informing customers about various promotions and loyalty programs provided by the organisation | TEL/N0102 PC4 | | | 7 Theory (2:00) Practical (5:00) |
| | | **Build rapport with customers** | • Employ appropriate methods to inquire about the source of complaint from the customer<br>• Explain how to provide information to customers regarding the status of their complaints | TEL/N0102 PC5, PC6 | | | 7 Theory (2:00) Practical (5:00) |

| SL | Module Name | Session name | Session Objectives | NOS | Methodology | Training Tools/Aids | Duration (hours) |
|---|---|---|---|---|---|---|---|
| | | | • Define the concepts of average call handling time (ACHT), average hold time (AHT), turnaround time (TAT) and service level agreement (SLA).<br>• Describe the process of troubleshooting and resolving customer complaints in least turnaround time.<br>• Explain the importance of prioritising customers based on the urgency of their queries, requests or complaints (QRC)<br>• Explain the process of customer retention and retention tools | TEL/N0102 PC7, PC8, KU9, KU12, KU13 | | | 7 Theory (2:00) Practical (5:00) |
| 4 | **Review Self-Performance** | **Monitor and measure self-performance** | • List the various performance metrics such as Average Handling Time (AHT), login time/number of dials/customer contacts/attendance, CRM reports for supervisor's review<br>• State the importance of complying with parameters like security checks, transfer and escalation protocol etc. | TEL/N0115 PC1, PC2, KU2, KU3, KU4, KU5 | Classroom lecture / PowerPoint Presentation / Question & Answer / Group Discussion | Laptop, white board, marker, projector, Complete range of handset, accessories, Laptop with Customer Relationship Management (CRM) software, Sample performance reports Product Manuals, Customer feedback form, Sales record book | 7 Theory (2:00) Practical (5:00) |
| | | | • Analyse processes related to churn, collection, bad debt recovery, complaint resolution, resolving query etc.<br>• Compare achieved targets with minimum threshold in internal/ external audits | TEL/N0115 PC3, PC4, KU6 | | | 7 Theory (2:00) Practical (5:00) |

| SL | Module Name | Session name | Session Objectives | NOS | Methodology | Training Tools/Aids | Duration (hours) |
|---|---|---|---|---|---|---|---|
| | | **Review performance with supervisor / manager** | • Explain the process to review instant feedback scores received from customers<br>• Analyse feedback received from superiors periodically (monthly / quarterly) | TEL/N0115 PC5, PC6 | | | 8 Theory (3:00) Practical (5:00) |
| | | | • Explain the process of evaluating self-performance on the basis of sales and service targets<br>• Identify personal weakness and strengths as advised by seniors and work accordingly<br>• Discuss the common issues faced by the team based on the feedback received from seniors/ colleagues | TEL/N0115 PC7, PC8, PC9 | | | 8 Theory (3:00) Practical (5:00) |
| 5 | **Manage workplace** | **Maintain personal appearance** | • Explain the importance of complying with the organization specified grooming guidelines<br>• Illustrate the complete uniform requirements with the help of some images | TEL/N2215 PC1, PC2, KU1 | Classroom lecture / PowerPoint Presentation / Question & Answer / Group Discussion | Laptop, white board, marker, projector, Complete range of handset, accessories Laptop with Customer Relationship Management (CRM) software Sample performance reports Product Manuals, Customer feedback form, Sales record book | 7 Theory (2:00) Practical (5:00) |
| | | | • Use name badges as per standard operating procedure<br>• Demonstrate the correct practice of greeting the customers and asking their requirement | TEL/N2215 PC3, PC4 | | | 7 Theory (2:00) Practical (5:00) |
| | | **Manage work area** | • Use CRM software or MS-excel to record customer queries and complaints.<br>• Prepare a sample document for recording repair units and other required details<br>• Practice to type with speed and accuracy | TEL/N2215 PC5, PC6, KU2, KU5 | | | 8 Theory (3:00) Practical (5:00) |

| SL | Module Name | Session name | Session Objectives | NOS | Methodology | Training Tools/Aids | Duration (hours) |
|---|---|---|---|---|---|---|---|
| | | | • Apply appropriate methods to monitor correctness and completeness of customer documents in case of issues to get them processed with the backend/respective department<br>• Discuss the efficient ways to complete the work and given targets<br>• Apply appropriate ways to implement steps to attain necessary typing speed for recording necessary information in the relevant software | TEL/N2215 PC7, PC8, PC9, KU3, KU4 | | | 8 Theory (3:00) Practical (5:00) |
| 6 | **Communication and interpersonal skills** | **Interact effectively with superiors** | • Explain how to receive work requirements from superiors and customers and interpret them correctly<br>• Role-play a situation to inform the supervisor and/or concerned person about any unforeseen disruptions or delays<br>• Practice participating in decision-making by providing facts and figures, giving/ accepting constructive suggestions<br>• Practice rectifying errors as per feedback and ensure the errors are not repeated | TEL/N9102 PC1, PC2, PC3, PC4, KU2, KU3 | Classroom lecture / PowerPoint Presentation / Question & Answer / Group Discussion | White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector, Sample of escalation matrix, organisation structure | 7 Theory (2:00) Practical (5:00) |

| SL | Module Name | Session name | Session Objectives | NOS | Methodology | Training Tools/Aids | Duration (hours) |
|---|---|---|---|---|---|---|---|
| | | **Interact effectively with colleagues and customers** | • Discuss how to comply with the organisation's policies and procedures for working with team members<br>• Apply appropriate modes of communication, such as face-to-face, telephonic and written, to communicate professionally<br>• Show how to respond to queries and seek/ provide clarifications if required | TEL/N9102 PC5, PC6, PC7, KU4, KU5, KU6 | | | 7 Theory (2:00) Practical (5:00) |
| | | | • Illustrate the process to co-ordinate with the team to integrate work as per requirements<br>• Discuss how to resolve conflicts within the team/with customers to achieve a smooth workflow<br>• Discuss how to recognise emotions accurately in self and others to build good relationships<br>• prioritise team and organisation goals above personal goals | TEL/N9102 PC8, PC9, PC10, PC11, KU7 | | | 8 Theory (3:00) Practical (5:00) |
| | | **Gender and PwD sensitisation** | • Use inclusive language irrespective of the gender/ disability of the person<br>• Demonstrate appropriate behaviour towards all genders and differently abled people<br>• Scrutinise about the different types of disabilities with their respective issues. | TEL/N9102 PC12, PC13, PC14, PC15, PC16 | | | 8 Theory (3:00) Practical (5:00) |

| SL | Module Name | Session name | Session Objectives | NOS | Methodology | Training Tools/Aids | Duration (hours) |
|---|---|---|---|---|---|---|---|
| | | | • State the work ethics, workplace etiquettes as well as standards and guidelines for all genders and PwD.<br>• List health and safety requirements for persons with disability.<br>• Describe the rights, duties and benefits available at workplace for person with disability.<br>• Explore the process of recruiting people with disability for a specific job.<br>• Discuss the specific ways to help people with disability to overcome the challenges.<br>• Prepare a list of institutes and government schemes that help PwD in overcoming challenges<br>• Demonstrate the ideal behaviour with a PwD in an organization | | | | |
| 7 | **Plan Work Effectively, Optimise Resourc-es and Implement Safety Practices** | **Perform work as per quality standards** | • Employ appropriate ways to keep the workspace clean and tidy<br>• Discuss how to perform individual roles and responsibilities as per the job role while taking accountability for the work<br>• Show how to record/ document tasks completed as per the requirements within specific timelines<br>• Perform the steps to implement schedules to ensure the timely completion of tasks | TEL/N9101 PC1, PC2, PC3, PC4, PC5, PC6, , KU4, KU4, KU6, KU7 | Classroom lecture / PowerPoint Presentation / Question & Answer / Group Discus-sion | White board/ black board marker / chalk, Duster, Computer or Laptop attached to LCD projec-tor, Personal Protection Equipment: Safety glasses, Head protection, Rubber gloves, | 7 Theory (2:00) Practical (5:00) |

| SL | Module Name | Session name | Session Objectives | NOS | Methodology | Training Tools/Aids | Duration (hours) |
|---|---|---|---|---|---|---|---|
| | | | • Identify the cause of a problem related to your own work and validate it<br>• Apply appropriate techniques to analyse problems accurately and communicate different possible solutions to the problem | | | Safety footwear, Warning signs and tapes, Fire extinguisher and First aid kit | |
| | | **Maintain a safe, healthy and secure working environment** | • Discuss how to comply with the organisation's current health, safety, security policies and procedures<br>• Demonstrate the steps to check for water spills in and around the workspace and escalate these to the appropriate authority<br>• Practice reporting any identified breaches in health, safety, and security policies and procedures to the designated person<br>• Use safety materials such as goggles, gloves, earplugs, caps, ESD pins, covers, shoes, etc.<br>• Apply required precautions to avoid damage of components due to negligence in ESD procedures or any other loss due to safety negligence<br>• Identify hazards such as illness, accidents, fires or any other natural calamity safely, as per the organisation's emergency procedures, within the limits of the individual's authority | TEL/N9101 PC7, PC8, PC9, PC10, PC11, PC12, PC13, PC14, PC15, PC16, PC17, PC18, PC19, PC20, PC21, PC22, KU8, KU9, KU10, KU11, KU12, KU13, KU14, KU15, KU16 | | | 8 Theory (3:00) Practical (5:00) |

| SL | Module Name | Session name | Session Objectives | NOS | Methodology | Training Tools/Aids | Duration (hours) |
|---|---|---|---|---|---|---|---|
| | | | • Explain the importance of regularly participating in fire drills or other safety-related workshops organised by the company<br>• Discuss the significance of reporting any hazard outside the individual's authority to the relevant person in line with organisational procedures and warn others who may be affected<br>• Explain how to maintain appropriate posture while sitting/ standing for long hours<br>• Employ appropriate techniques to handle heavy and hazardous materials with care while maintaining an appropriate posture<br>• Discuss the importance of sanitising workstations and equipment regularly<br>• Show how to clean hands with soap and alcohol-based sanitiser regularly<br>• Discuss how to avoid contact with anyone suffering from communicable diseases and take necessary precautions | | | | |

| SL | Module Name | Session name | Session Objectives | NOS | Methodology | Training Tools/Aids | Duration (hours) |
|---|---|---|---|---|---|---|---|
| | | | • List the safety precautions to be taken while travelling, e.g. maintain a 1m distance from others, sanitise hands regularly, wear masks, etc.<br>• Role-play a situation to report hygiene and sanitation issues to the appropriate authority<br>• Discuss how to follow recommended personal hygiene and sanitation practices, for example, washing/ sanitising hands, covering the face with a bent elbow while coughing/sneezing, using PPE, etc. | | | | |
| | | **Conserve material / energy / electricity** | • Apply appropriate ways to optimise the usage of material, including water, in various tasks/ activities/processes<br>• Use resources such as water, electricity and others responsibly<br>• Demonstrate the steps to carry out routine cleaning of tools, machines and equipment<br>• Apply appropriate ways to optimise the use of electricity/ energy in various tasks/activities/ processes<br>• Perform periodic checks of the functioning of the equipment/machine and rectify wherever required | TEL/N9101 PC23, PC24, PC25, PC26, PC27, PC28, PC29, PC30, PC31, PC32, KU17, KU18 | | | 8 Theory (3:00) Practical (5:00) |

| SL | Module Name | Session name | Session Objectives | NOS | Methodology | Training Tools/Aids | Duration (hours) |
|---|---|---|---|---|---|---|---|
| | | | • Explain the significance of reporting malfunctioning and lapses in the maintenance of equipment<br>• Use electrical equipment and appliances properly<br>• Identify recyclable, non-recyclable and hazardous waste<br>• Apply appropriate ways to deposit recyclable and reusable material at the identified location<br>• Explain the process to dispose of non-recyclable and hazardous waste as per recommended processes | | | | |
| | | **Use effective waste management/ recycling practices** | • Discuss various methods of waste management and disposal<br>• List the different categories of waste for the purpose of segregation.<br>• Differentiate between recyclable and non-recyclable waste<br>• State the importance of using appropriate color dustbins for different types of waste.<br>• Demonstrate different disposal techniques depending upon different types of waste<br>• Discuss the common sources of pollution and ways to minimize it. | TEL/N9101 PC30, PC31, PC32, KU19, KU20, KU21, KU22 | | | 7 Theory (2:00) Practical (5:00) |

| SL | Module Name | Session name | Session Objectives | NOS | Methodology | Training Tools/Aids | Duration (hours) |
|---|---|---|---|---|---|---|---|
| 8 | **Attend Customer Calls**<br><br>**(Elective)** | **Attend in-bound and outbound calls** | • Analyse the calling scripts given by supervisor/manager<br>• Explain the importance of complying with organisational standards/guidelines for tele calling | TEL/N0116 PC1, PC2 | Classroom lecture / PowerPoint Presentation / Question & Answer / Group Discussion | Laptop, white board, marker, projector, Complete range of handset, accesso-ries, com-petitor's products, Product Manuals, Customer Registra-tion form, customer feedback form, Lap-top with customer relation-ship man-agement software | 8 Theory (4:00) Practical (4:00) |
| | | | • Demonstrate how to call and attend calls of the customer as per the calling script<br>• Show how to enquire the customer about the reason for calling to understand customer requirements and needs | TEL/N0116 PC3, PC4 | | | 8 Theory (4:00) Practical (4:00) |
| | | | • Discuss the importance of collecting customer data from authorised person for service and sales calls<br>• Employ appropriate wats to implement strategies to attain minimum call login time, number of dials, customer contacts and attendance for the number of days specified | TEL/N0116 PC5, PC6 | | | 8 Theory (4:00) Practical (4:00) |
| | | | • Analyse ways to ensure that the total number of minutes on calls with customers are within specified limits<br>• Ensure customer calls are put on hold only for the specified time limit and not beyond<br>• Ensure calls, notations and tagging are done in stipulated time | TEL/N0116 PC7, PC8, PC9 | | | 8 Theory (4:00) Practical (4:00) |
| | | **Perform proactive selling** | • Discuss how to achieve minimum typing time (maximum speed) and accuracy | TEL/N0116 PC10 | | | 8 Theory (4:00) Practical (4:00) |

| SL | Module Name | Session name | Session Objectives | NOS | Methodology | Training Tools/Aids | Duration (hours) |
|---|---|---|---|---|---|---|---|
| | | | • Explain how to identify the buying needs and usage pattern of the customers by analysing customer data<br>• List the opportunities to pitch relevant products/services<br>• Display the correct procedure to inform the customer about the Features, Advantages and Benefits (FABs) along with the unique selling points of telecom brands available over the competitor models | TEL/N0116 PC11, PC12, PC13 | | | 8 Theory (4:00) Practical (4:00) |
| | | | • Explain how to offer customised solution from the range of products/services available within the organisation<br>• Illustrate the process to analyse enquiry details obtained from the customer | TEL/N0116 PC14, PC15 | | | 6 Theory (3:00) Practical (3:00) |
| | | | • Dramatise a situation to inform sales and marketing department about client requirement/ feedback/ comments relating to product content and pricing<br>• Demonstrate the process to record all interaction, inquiries, feedback and complaints from customers in the system in a prescribed format | TEL/N0116 PC16, PC17 | | | 6 Theory (3:00) Practical (3:00) |

| SL | Module Name | Session name | Session Objectives | NOS | Methodology | Training Tools/Aids | Duration (hours) |
|---|---|---|---|---|---|---|---|
| 9 | **Manage Sales and Services**<br><br>**(Elective)** | **Moni-tor and measure self-per-formance** | • Demonstrate the process to collate and analyse Average Handling Time (AHT), login time/number of dials/customer contacts/attendance, CRM reports for supervisor's review | TEL/N0117 PC1 | Classroom lecture / PowerPoint Presentation / Question & Answer / Group Discussion | Laptop, white board, marker, projector, Complete range of handset, accesso-ries, com-petitor's products Product, Manuals, Customer Registra-tion form, Sales re-cord book | 6 Theory (3:00) Practical (3:00) |
| | | | • Analyse parameters like security checks, transfer and escalation protocol etc. | TEL/N0117 PC32 | | | 6 Theory (3:00) Practical (3:00) |
| | | | • Analyse processes related to churn, collection, bad debt recovery, complaint resolution, resolving query etc. | TEL/N0117 PC3 | | | 8 Theory (4:00) Practical (4:00) |
| | | | • Apply appropriate ways to compare achieved targets with minimum threshold in internal/external audits | TEL/N0117 PC34 | | | 8 Theory (4:00) Practical (4:00) |
| | | **Review perfor-mance with su-pervisor / manager** | • Show how to review instant feedback scores received from customers<br>• Discuss the importance of analysing feedback received from superiors periodically (monthly/quarterly) | TEL/N0117 PC5, PC6 | | | 8 Theory (4:00) Practical (4:00) |
| | | | • State how to evaluate self-performance with respect to sales and service targets | TEL/N0117 PC7 | | | 8 Theory (4:00) Practical (4:00) |
| | | | • Apply various methods to identify personal weakness and strengths as advised by seniors and work accordingly | TEL/N0117 PC8 | | | 8 Theory (4:00) Practical (4:00) |

| | |
|---|---|
| **Total Duration** | **Theory Duration 90:00**<br><br>**Practical Duration 180:00** |
| **On the job training<br>(Training provided by the relevant industry)** | **120:00** |
| **Employability Skills (DGT/VSQ/N0101)<br><br>(https://eskillindia.org/NewEmployability)** | **30:00** |
| **Total Duration** | **Theory + Practical + OJT+ ES**<br><br>**420:00** |

# Annexure II

## Assessment Criteria

## CRITERIA FOR ASSESSMENT OF TRAINEES

| Assessment Criteria for Telecom Call Center Executive | |
|---|---|
| **Job Role** | **Telecom Call Center Executive** |
| **Qualification Pack** | **TEL/Q0100, V5.0** |
| **Sector Skill Council** | **Telecom Sector Skill Council** |

| S. No. | Guidelines for Assessment |
|---|---|
| 1 | Council. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each Element/ PC. |
| 2 | The assessment for the theory part will be based on knowledge bank of questions created by the SSC. |
| 3 | Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/ option NOS/set of NOS. |
| 4 | Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below). |
| 5 | Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria. |
| 6 | To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP. |
| 7 | In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack. |

| National Occupational Standards | Theory Marks | Practical Marks | Project Marks | Viva Marks | Total Marks | Weightage |
|---|---|---|---|---|---|---|
| **TEL/N0101. Handle telecom customer service and sales interactions** | 30 | 50 | 0 | 20 | 100 | 25 |
| **TEL/N0102. Engage customers and assist in telecom showroom operations** | 30 | 50 | 0 | 20 | 100 | 25 |
| **TEL/N0115. Monitor review and improve self-performance** | 30 | 50 | 0 | 20 | 100 | 20 |
| **TEL/N2217. Maintain workplace efficiency and personal appearance** | 30 | 50 | 0 | 20 | 100 | 20 |
| **DGT/VSQ/N0101. Employability Skills (30 Hours)** | 20 | 30 | - | - | 50 | 10 |
| **Total** | **140** | **230** | **-** | **80** | **450** | **100** |

# Annexure III

## List of QR Codes Used in PHB

| Module No. | Unit No. | Topic Name | Link for QR Code (s) | QR code (s) |
|---|---|---|---|---|
| **Module 1: Introduction to the Role and Responsibilities of a Customer Care Executive** | Unit 1.1: Introduction to the Program | Main Activ- ities Performed by a Customer Care Executive | https://youtu.be/f2wOM-wCKhUo | Main Activities Performed by a Customer Care Executive |
| | Unit 1.2: Telecom Sector in India | Overview of the Telecom Sector in India | https://youtu.be/Cag-bc-bivtM | Overview of the Telecom Sector in India |
| | | Regulato- ry Authorities in the Telecom Industry | https://youtu.be/VeoHhk-jV6qo | Regulatory Authorities in the Telecom Industry |
| | Unit 1.3: Role of a Customer Care Executive | Roles and Responsibilities of Customer Care Executive | https://youtu.be/Ojq8Eo-6tOxA | Roles and Re- sponsibilities of Customer Care Executive |

| Module No. | Unit No. | Topic Name | Link for QR Code (s) | QR code (s) |
|---|---|---|---|---|
| | | Depart- ments in a Call Center | https://youtu.be/lnWsPxT-8m5M | Departments in a Call Center |
| **Module 2: Managing Customer Interactions and Query Resolution** | Unit 2.1: Customer Service Procedures and Communication | Open-Ended Questions and Close-Ended Questions | https://youtu.be/pxCdJtk5Ddc | Open-Ended Questions and Close-Ended Questions |
| | | Impor- tance of Log- ging Customer Enquiries | https://youtu.be/-EIyOVX2lsA | Turnaround Time (TAT) / Response Time |
| | Unit 2.1: Customer Service Procedures and Communication | Concept of Customer Service | https://youtu.be/aD6cPfjXLn0 | Concept of Cus- tomer Service |
| | Unit 2.3: Resolution, Prioritization, and Escalation | Respond- ing to Customer Questions | https://youtu.be/FKyAD7vYk1k | Responding to Customer Ques- tions |

| Module No. | Unit No. | Topic Name | Link for QR Code (s) | QR code (s) |
|---|---|---|---|---|
| | Unit 2.2: Logging, Documentation, and CRM Usage | Introduc-tion to CRM | https://youtu.be/T3cpQio764U | Introduction to CRM |
| | | What is Intranet? | https://www.youtube.com/watch?v=32kNBatACsI | What is In-tranet? |
| **Module 4: Customer Engagement and Relationship Building** | Unit 4.1: Professional Customer Interaction and Requirement Analysis | Customer Categorization | https://youtu.be/jAEzYBM-WTrA | Customer Cate-gorization |
| | Unit 4.3: Customer Retention, Complaint Handling, and Service Standards | First Call Resolution | https://youtu.be/LU58V_vuc5Q | First Call Reso-lution |
| **Module-6: Tracking and Evaluating Self-Performance** | Unit 5.1: Tracking and Evaluating Self-Performance | Process- es related to the collection and bad debt recovery | https://www.youtube.com/watch?v=JfYorh4jv2o | Processes relat-ed to the col-lection and bad debt recovery |

| Module No. | Unit No. | Topic Name | Link for QR Code (s) | QR code (s) |
|---|---|---|---|---|
| **Module 9: Organizing and Managing the Work Area Efficiently** | Unit 9.2: Service Efficiency, SLA Compliance, and Workload Management | Grooming and Appear- ance | https://youtu.be/FBWcK-pZwDYA | Grooming and Appearance |

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