IT - ITeS SSC NASSCOM

N·S·D·C National Skill Development Corporation

What are Occupational Standards(OS)?

➢ OS describe what individuals need to do, know and understand in order to carry out a particular job role or function

➢ OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

Contents

Introduction

Qualifications Pack- CRM Domestic Voice

SECTOR: IT-ITES

SUB-SECTOR: Business Process Management

OCCUPATION: Customer Relationship Management

REFERENCE ID: SSC/Q2210

CRM Domestic Voice in the IT-ITeS Industry is also known as a Customer Service Associate, Customer Service Representative, Customer Care Executive, Customer Service Advisor, Helpdesk Coordinator, Customer Support Representative, Process Associate-Voice.

Brief Job Description: Individuals in this job receive and make telephone calls which are primarily scripted, basic and routine with the assistance of a computerised system. They answer inquiries, resolve problems, record complaints and/or receive feedback.

Personal Attributes: This job requires the individual to work independently and interact with customers. The individual should be result oriented and should also be able to demonstrate logical thinking and interpersonal skills; ensure prioritization of workload and should be willing to work at a desk-based job.

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Job Details

Qualifications Pack Code	SSC/Q2210		
Job Role	Domestic Voice		
Credits(NVEQF/NVQF/NSQF)	TBD	Version number	1.0
Sector	IT-ITeS	Drafted on	30/04/13
Sub-sector	Business Process Management	Last reviewed on	30/04/13
Occupation	Customer Relationship Management	Next review date	30/06/14

Job Role	CRM Domestic Voice (Customer Service Associate, Customer Service Representative, Customer Care Executive, Customer Agent, Helpdesk Coordinator, Customer Support Representative, Process Associate- Voice)
Role Description	Managing and resolving client queries / issues primarily through telephonic calls.
NVEQF/NVQF level Minimum Educational Qualifications Maximum Educational Qualifications	4 10th Master's Degree in any discipline
Training (Suggested but not mandatory)	Training programs in customer orientation, dealing with difficult customers, Telephone etiquettes etc.
Experience	0-1 year of work experience/internship in a related area
Applicable National Occupational Standards (NOS)	**Compulsory:** 1. SSC/N3020 (Make outbound calls to customers) 2. SSC/N9001 (Manage your work to meet requirements) 3. SSC/N9003 (Maintain a healthy, safe and secure working environment) **Optional:** Not Applicable
Performance Criteria	As described in the relevant OS units

Glossary of Key Terms
**Table 1: Glossary of Key Terms**

Keywords /Terms	Description
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry.
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.
Sub-functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Qualifications Pack(QP)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Unit Code	Unit Code is a unique identifier for an OS unit, which can be denoted with either an 'O' or an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.

Definitions

Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
Organizational Context	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS , these include communication related skills that are applicable to most job roles.
Helpdesk	Helpdesk is an entity to which the customers will report their IT problems. IT Service Helpdesk Attendant is responsible for managing the helpdesk.

Keywords /Terms	Description
IT-ITeS	Information Technology - Information Technology enabled Services
BPM	Business Process Management
BPO	Business Process Outsourcing
KPO	Knowledge Process Outsourcing
LPO	Legal Process Outsourcing
IPO	Information Process Outsourcing
BCA	Bachelor of Computer Applications
B.Sc.	Bachelor of Science
OS	Occupational Standard(s)
NOS	National Occupational Standard(s)
QP	Qualifications Pack
UGC	University Grants Commission
MHRD	Ministry of Human Resource Development
MoLE	Ministry of Labor and Employment
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework

Acronyms

National Occupational Standard
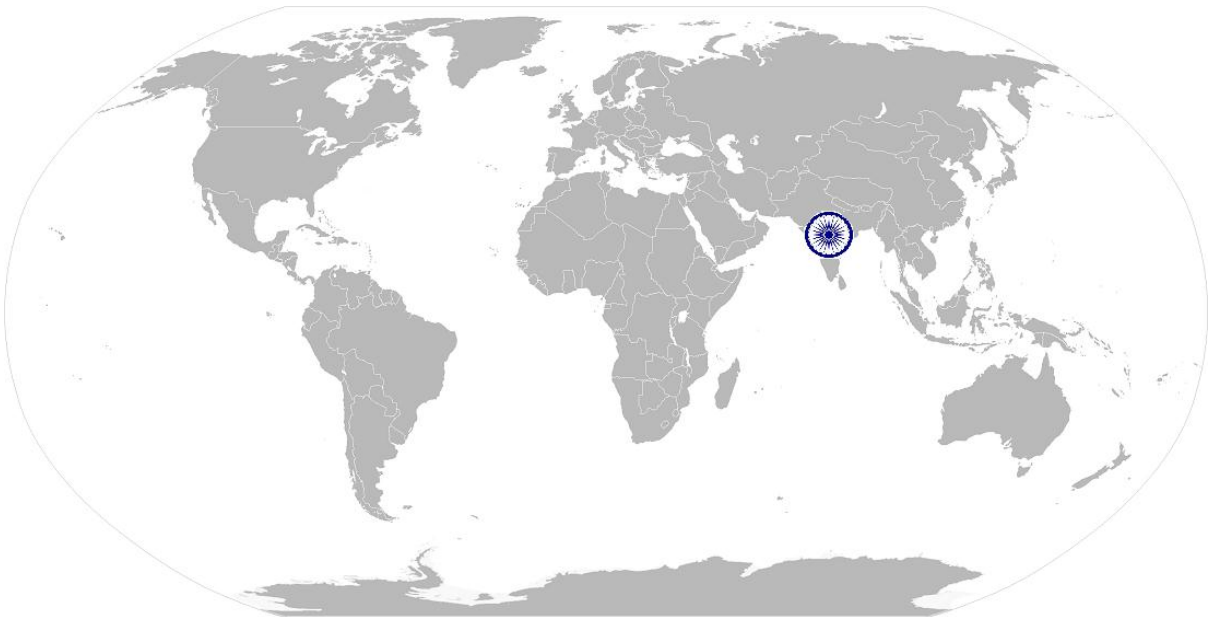
<u>**Overview**</u>

This unit is about making telephone calls to customers and prospective customers in order to sell products/services to them.

SSC/N3020   Make outbound csalls to customers.

| Unit Code	SSC/N3020
Unit Title (Task)	**Make outbound calls to customers.**
Description	This unit is about making telephone calls to customers and prospective customers in order to sell products/services or with respect to an existing product or service used by them.
Scope	This unit/task covers the following: **Customers**: • existing customers • prospective customers **Appropriate people**: • supervisor • other members of the sales team • subject matter experts
Performance Criteria (PC) w.r.t. the Scope	
	To be competent, you must be able to: PC1. establish contact with customers, following your organization's procedures PC2. introduce yourself and the purpose of your call, following standard scripts PC3. obtain information from **customers** to identify their needs PC4. make convincing sales pitches to **customers** following standard scripts PC5. handle **customer** queries, objections and rebuttals following standard scripts PC6. adapt your approach and style to **customer** preferences, within the limits of your competence and authority PC7. refer issues outside your area of competence and authority to **appropriate people**, following your organization's procedures PC8. identify and act on opportunities to up-sell or cross-sell other products/ services to **customers** PC9. confirm **customer** wishes and needs in order to close sales PC10. obtain required financial information from **customers**, following your organization's procedures PC11. complete your organization's post-sales procedures in order to complete/ fulfill sales PC12. comply with relevant standards, policies, procedures and guidelines when making outbound telesales calls
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company/	You need to know and understand: KA1. your organization's standards, policies, procedures and guidelines for making telesales calls and your role and responsibilities in relation to these KA2. your organization's sales plan and priorities

Applicable NOS Unit

| organization and its processes)	KA3. standard scripts and tools available for sales pitches, customer queries, objections and rebuttals
	KA4. typical issues that may occur and how to address these
	KA5. where to refer issues outside your authority
	KA6. types of financial information required from customers and how to obtain this
	KA7. the importance of confirming customer wishes and needs and how to do this
	KA8. how to use your organization's tools, systems and procedures for recording, completing and fulfilling customer sales
B. Technical Knowledge	You need to know and understand:
	KB1. the importance of introducing yourself and the purpose of the call
	KB2. different styles and approaches to use when working with customers
	KB3. how to adapt your style and approach to meet customers preferences
	KB4. different questioning techniques for identifying customer needs and how to apply these
	KB5. how to match products/services to customer needs
	KB6. different opportunities for up-selling or cross-selling other products/services to customers
	KB7. current practice in sales and customer service
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	You need to know and understand how to: SA1. complete accurate well written work with attention to detail SA2. write in at least one local language
	Reading Skills
	You need to know and understand how to: SA3. read instructions, guidelines, procedures, rules and service level agreements
	Oral Communication (Listening and Speaking skills)
	You need to know and understand how to: SA4. communicate effectively in at least one local language SA5. listen effectively and orally communicate information accurately SA6. ask for clarification and advice from others
B. Professional Skills	**Decision Making**
	You need to know and understand how to: SB1. make decisions on suitable courses of action
	Plan and Organize
	You need to know and understand how to: SB2. plan and organize your work to achieve targets and deadlines
	Customer Centricity
	You need to know and understand how to:

	SB3. build and maintain positive and effective relationships with customers
	SB4. work effectively in a customer facing environment
	SB5. deliver consistent and reliable service to customers
	SB6. check your own work meets customer requirements
	SB7. carry out rule-based transactions in line with customer-specific guidelines/procedures/rules and service level agreements
	Problem Solving
	You need to know and understand how to:
	SB8. apply problem-solving approaches in different situations
	SB9. seek clarification on problems from others
	Analytical Thinking
	You need to know and understand how to:
	SB10. analyze data and activities
	SB11. pass on relevant information to others
	Critical Thinking
	You need to know and understand how to:
	SB12. apply balanced judgments to different situations
	Attention to Detail
	You need to know and understand how to:
	SB13. check your work is complete and free from errors
	Team Working
	You need to know and understand how to:
	SB14. work effectively in a team environment
	SB15. work independently and collaboratively
C. Technical Skills	You need to know and understand how to:
	SC1. use information technology effectively to input and/or extract data accurately
	SC2. store and retrieve information
	SC3. agree objectives and work requirements
	SC4. keep up to date with changes, procedures and practices in your role

SSC/N3020   Make outbound csalls to customers.
<u>NOS Version Control</u>

NOS Code	SSC/N3020		
Credits(NVEQF/NVQF/NSQF) [*OPTIONAL*]	TBD	Version number	1.0
Industry	IT-ITeS	Drafted on	30/04/2013
Industry Sub-sector	Business Process Management	Last reviewed on	30/04/2013
Occupation	Customer Relationship Management	Next review date	30/06/2014
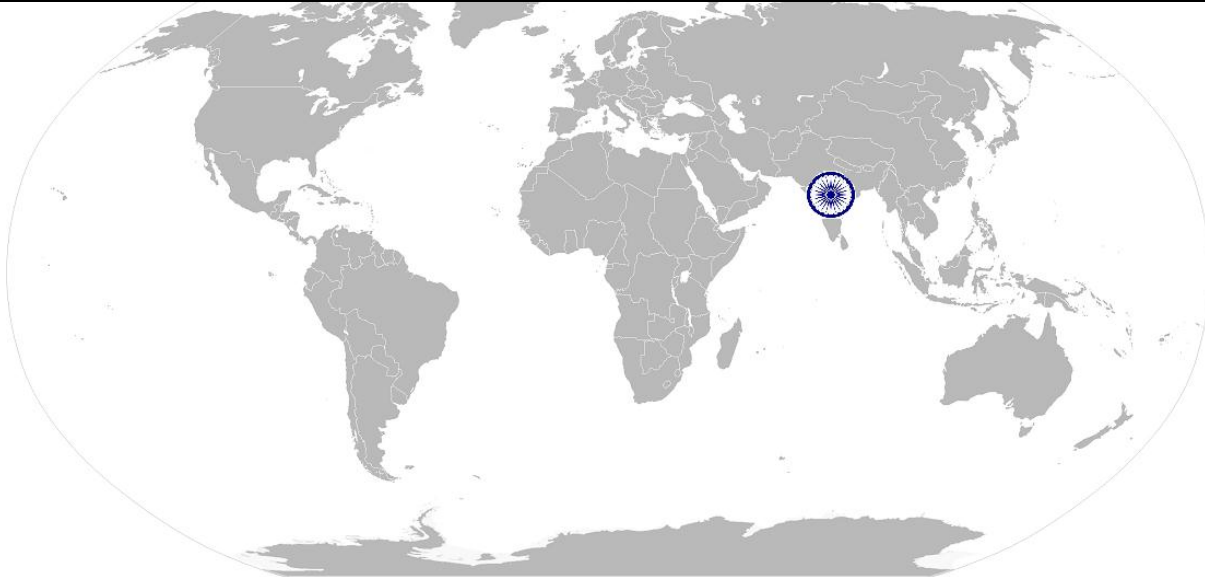
National Occupational Standard
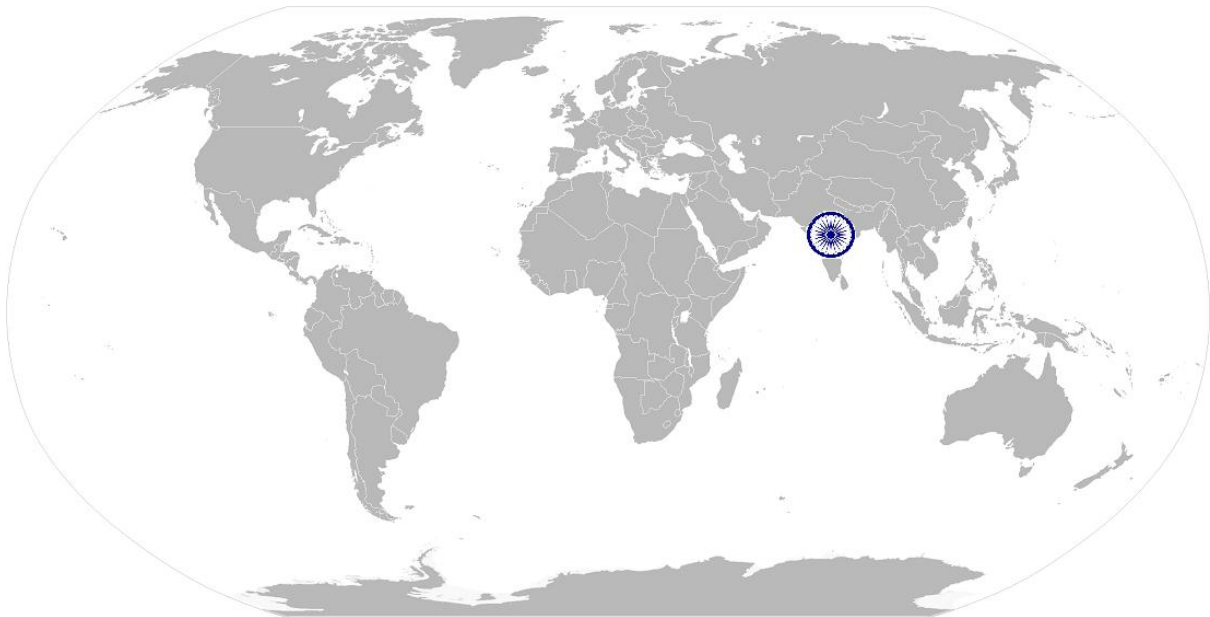
Overview

This unit is about planning and organizing your work in order to complete it to the required standards on time

SSC/N9001   **Manage your work to meet requirements**

<table>
<tr><td rowspan="7" style="writing-mode: vertical">Applicable NOS Unit</td><td>Unit Code</td><td>SSC/N9001</td></tr>
<tr><td>Unit Title
(Task)</td><td>Manage your work to meet requirements</td></tr>
<tr><td>Description</td><td>This unit is about planning and organizing your work in order to complete it to the required standards on time.</td></tr>
<tr><td>Scope</td><td>

This unit/task covers the following:

Work requirements:
- activities (what you are required to do)
- deliverables (the outputs of your work)
- quantity (the volume of work you are expected to complete)
- standards (what is acceptable performance, including compliance with Service Level Agreements)
- timing (when your work needs to be completed)

Appropriate people:
- line manager
- the person requesting the work
- members of the team/department
- members from other teams/departments

Resources:
- equipment
- materials
- information

</td></tr>
<tr><td colspan="2">Performance Criteria (PC) w.r.t. the Scope</td></tr>
<tr><td></td><td>

To be competent on the job, you must be able to:

PC1.   establish and agree your **work requirements** with **appropriate people**
PC2.   keep your immediate work area clean and tidy
PC3.   utilize your time effectively
PC4.   use **resources** correctly and efficiently
PC5.   treat confidential information correctly
PC6.   work in line with your organization's policies and procedures
PC7.   work within the limits of your job role
PC8.   obtain guidance from **appropriate people**, where necessary
PC9.   ensure your work meets the agreed **requirements**

</td></tr>
<tr><td colspan="2">Knowledge and Understanding (K)</td></tr>
<tr><td>A. Organizational Context
(Knowledge of the company/ organization and its processes)</td><td>

You need to know and understand:

KA1.   your organization's policies, procedures and priorities for your area of work and your role and responsibilities in carrying out your work
KA2.   limits of your responsibilities and when to involve others
KA3.   your specific work requirements and who these must be agreed with
KA4.   the importance of having a tidy work area and how to do this
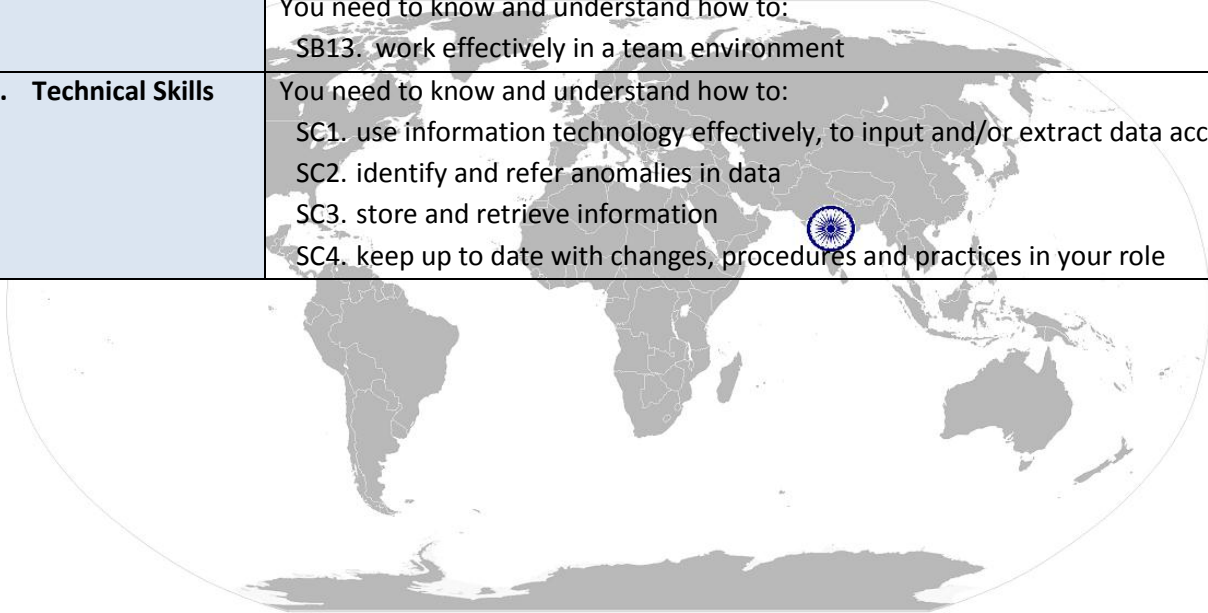KA5.   how to prioritize your workload according to urgency and importance and the benefits of this

</td></tr>
</table>

	KA6. your organization's policies and procedures for dealing with confidential information and the importance of complying with these
	KA7. the purpose of keeping others updated with the progress of your work
	KA8. who to obtain guidance from and the typical circumstances when this may be required
	KA9. the purpose and value of being flexible and adapting work plans to reflect change
B. Technical Knowledge	You need to know and understand:
	KB1. the importance of completing work accurately and how to do this
	KB2. appropriate timescales for completing your work and the implications of not meeting these for you and the organization
	KB3. resources needed for your work and how to obtain and use these
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	You need to know and understand how to:
	SA1. complete accurate work with attention to detail
	Reading Skills
	You need to know and understand how to:
	SA2. read instructions, guidelines, procedures, rules and service level agreements
	Oral Communication (Listening and Speaking skills)
	You need to know and understand how to:
	SA3. ask for clarification and advice from line managers
	SA4. communicate orally with colleagues
B. Professional Skills	**Decision Making**
	You need to know and understand how to:
	SB1. make decisions on suitable courses
	Plan and Organize
	You need to know and understand how to:
	SB2. plan and organize your work to achieve targets and deadlines
	SB3. agree objectives and work requirements
	Customer Centricity
	You need to know and understand how to:
	SB4. deliver consistent and reliable service to customers
	SB5. check your own work meets customer requirements
	Problem Solving
	You need to know and understand how to:
	SB6. refer anomalies to the line manager
	SB7. seek clarification on problems from others
	Analytical Thinking

SSC/N9001   **Manage your work to meet requirements**

	You need to know and understand how to:
	SB8. provide relevant information to others
	SB9. analyze needs, requirements and dependencies in order to meet your work requirements
	Critical Thinking
	You need to know and understand how to:
	SB10. apply judgments to different situations
	Attention to Detail
	You need to know and understand how to:
	SB11. check your work is complete and free from errors
	SB12. get your work checked by peers
	Team Working
	You need to know and understand how to:
	SB13. work effectively in a team environment
C. Technical Skills	You need to know and understand how to:
	SC1. use information technology effectively, to input and/or extract data accurately
	SC2. identify and refer anomalies in data
	SC3. store and retrieve information
	SC4. keep up to date with changes, procedures and practices in your role

NOS Code	SSC/N9001		
Credits(NVEQF/NVQF/NSQF) [*OPTIONAL*]	TBD	Version number	1.0
Industry	IT-ITeS	Drafted on	30/04/2013
Industry Sub-sector	Business Process Management	Last reviewed on	30/04/2013
		Next review date	30/06/2014

National Occupational Standard

<u>**Overview**</u>

This unit is about monitoring the working environment and making sure it meets requirements for health, safety and security.

SSC/Q9003   **Maintain a healthy, safe and secure working environment.**

<table>
<tr><td rowspan="20">Applicable NOS Unit</td><td>Unit Code</td><td colspan="2">SSC/N9003</td></tr>
<tr><td>Unit Title
(Task)</td><td colspan="2">Maintain a healthy, safe and secure working environment</td></tr>
<tr><td>Description</td><td colspan="2">This unit is about monitoring your working environment and making sure it meets requirements for health, safety and security.</td></tr>
<tr><td>Scope</td><td colspan="2">This unit/task covers the following:

Emergency procedures:
illness
accidents
fires
other reasons to evacuate the premises
breaches of security</td></tr>
<tr><td colspan="3">**Performance Criteria (PC) w.r.t. the Scope**</td></tr>
<tr><td></td><td colspan="2">To be competent, you must be able to:
PC1.   comply with your organization's current health, safety and security policies and procedures
PC2.   report any identified breaches in health, safety, and security policies and procedures to the designated person
PC3.   identify and correct any hazards that you can deal with safely, competently and within the limits of your authority
PC4.   report any hazards that you are not competent to deal with to the relevant person in line with organizational procedures and warn other people who may be affected
PC5.   follow your organization's **emergency procedures** promptly, calmly, and efficiently
PC6.   identify and recommend opportunities for improving health, safety, and security to the designated person
PC1.   complete any health and safety records legibly and accurately</td></tr>
<tr><td colspan="3">**Knowledge and Understanding (K)**</td></tr>
<tr><td>A.   **Organizational Context**
(Knowledge of the company/ organization and its processes)</td><td colspan="2">You need to know and understand:
KA1.   legislative requirements and organization's procedures for health, safety and security and your role and responsibilities in relation to this
KA2.   what is meant by a hazard, including the different types of health and safety hazards that can be found in the workplace
KA3.   how and when to report hazards
KA4.   limits of your responsibility for dealing with hazards
KA5.   your organization's **emergency procedures** for different emergency situations and the importance of following these
KA6.   the importance of maintaining high standards of health, safety and security
KA7.   implications that any non-compliance with health, safety and security may have on individuals and the organization</td></tr>
</table>

SSC/Q9003   Maintain a healthy, safe and secure working environment.

B. Technical Knowledge	You need to know and understand:
	KB1. different types of breaches in health, safety and security and how and when to report these
	KB2. evacuation procedures for workers and visitors
	KB3. how to summon medical assistance and the emergency services, where necessary
	KB4. how to use the health, safety and accident reporting procedures and the importance of these
	KB5. government agencies in the areas of safety, health and security and their norms and services
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	You need to know and understand how to:
	SA1. complete accurate, well written work with attention to detail
	Reading Skills
	You need to know and understand how to:
	SA2. read instructions, guidelines, procedures, rules and service level agreements
	Oral Communication (Listening and Speaking skills)
	You need to know and understand how to:
	SA3. listen effectively and orally communicate information accurately
B. Professional Skills	**Decision Making**
	You need to know and understand how to:
	SB1. make decisions on suitable courses of action
	Plan and Organize
	You need to know and understand how to:
	SB2. plan and organize your work to meet health, safety and security requirements
	Customer Centricity
	You need to know and understand how to:
	SB3. build and maintain positive and effective relationships with colleagues and customers
	Problem Solving
	You need to know and understand how to:
	SB4. apply problem solving approaches in different situations
	Analytical Thinking
	You need to know and understand how to:
	SB5. analyze data and activities
	Critical Thinking
	You need to know and understand how to:
	SB6. apply balanced judgments to different situations

SSC/Q9003   Maintain a healthy, safe and secure working environment.

	Attention to Detail
	You need to know and understand how to:
	SB7. check your work is complete and free from errors
	SB8. get your work checked by peers
	Team Working
	You need to know and understand how to:
	SB9. work effectively in a team environment
C. Technical Skills	You need to know and understand how to:
	SC1. identify and refer anomalies
	SC2. help reach agreements with colleagues
	SC3. keep up to date with changes, procedures and practices in your role
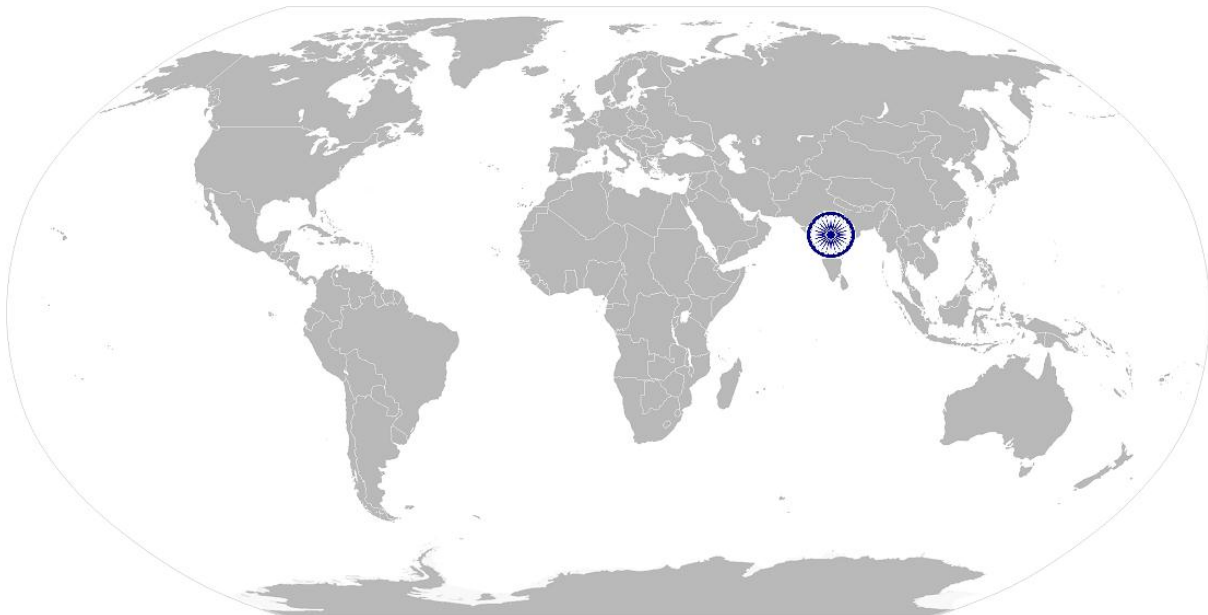
SSC/Q9003   Maintain a healthy, safe and secure working environment.

<u>NOS Version Control</u>

NOS Code	SSC/N9003		
Credits(NVEQF/NVQF/NSQF) [*OPTIONAL*]	TBD	Version number	1.0
Industry	IT-ITeS	Drafted on	30/04/2013
Industry Sub-sector	Business Process Management	Last reviewed on	30/04/2013
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