Model Curriculum

CRM Domestic Voice

SECTOR:	IT-ITeS
SUB-SECTOR:	Business Process Management
OCCUPATION:	Customer Relationship Management (CRM)
REFERENCE ID:	SSC/Q2210
NSQF LEVEL:	4

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CRM Domestic Voice

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a CRM Domestic Voice in the IT-ITeS Sector/Industry and aims at building the following key competencies amongst the learner.

Program Name	CRM Domestic Voice		
Qualification Pack Name & Reference ID.	CRM Domestic Voice SSC/Q2210		
Version No.	1.0	Version Update Date	31/01/2015
Pre-requisites to Training	10th		
Training Outcomes	After completing this programme, participants will be able to: ¶ Make outbound calls to customers ¶ Manage your work to meet requirements ¶ Maintain a healthy, safe and secure workingenvironment		

This course encompasses three National Occupational Standards (NOS) of the CRM Domestic Voice Qualification Pack issued by IT-ITeS Sector Skills Council NASSCOM.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1.	Make outbound calls to customers Theory Duration (hh:mm) 36:00 Practical Duration (hh:mm) 214:00 Corresponding NOS Code SSC/N3020	Candidates will be able to: ¶ establish contact with customers, following yo ¶ introduce yourself and the purpose of your call, following standard scripts ¶ obtain information from customers to identi their needs ¶ make convincing sales pitches to custom following standard scripts ¶ handle customer queries, objections and rebu following standard scripts ¶ adapt your approach and style to custome preferences, within the limits of your competer and authority ¶ refer issues outside your area of competence authority to appropriate people, following yo ¶ identify and act on opportunities to upsell or crosssell other products/ services to customers ¶ confirm customer wishes and needs in order close sales ¶ obtain required financial information fror procedures ¶	

Grand Total Course Duration 400 Hours 0 Minutes

(This syllabus/ curriculum has been approved by IT-ITeS Sector Skills Council NASSCOM)

Notes from IT-ITeS Sector Skills Council NASSCOM

1. This document outlines the broad scope of coverage. This should be linked with OBF and training delivery plan. OBF (Outcome based framework) reflects the pedagogy used to ensure an expected outcome. Training delivery plan focuses on the sequence of delivery.
2. Though many NOSs have some seemingly common outcomes, notably core/generic, professional and technical skills, it is imperative to understand the contextual difference between them. Training providers are advised to
   a. Embed such skills development in the learning pedagogy for each expected outcome
   b. Test to assess prior learning of students and help trainers / students identify the need for gap training and suitable training methodology. Accordingly, more introductory level sessions may be included in guided or self-paced mode of learning. E.g. adding some sessions on Functional English or Use of Latest MS Office. Prepare a detailed session plan for training delivery with focus on sequence and duration of training
3. Run a diagnostic test

Trainer Prerequisites for Job role: CRM Domestic Voice mapped to Qualification Pack: SSC/Q2210

Sr. No.	Area	Details
1	Job Description	To deliver accredited training service, mapping to the curriculum detailed a in accordance with the Qualification Pack SSC/Q2210
2	Personal Attributes	Aptitude to conduct training, and pre/ post work to ensure competent, emplo candidates at the end of the training. Strong communication skills, interperso skills, ability to work as part of a team; a passion for quality and for develo others; well-organised and focused, eager to learn and keep oneself update the latest in the mentioned field. This job requires the individual to work independently and interact with custo The individual should be result oriented and should also be able to demo logical thinking and interpersonal skills; ensure prioritization of workload should be willing to work at a desk based job.
3	Minimum Educational Qualifications	10th
4a	Domain Certification	Minimum accepted score in SSC Assessment is 90% per NOS being tau SSC/Q2210 Additional certification in customer orientation, dealing with difficult customers, Telephone etiquettes etc.
4b	Platform Certification	Minimum accepted score is 70% per NOS.
5	Experience	Training experience: 1 year preferred

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	CRM Domestic Voice
Qualification Pack	SSC/Q2210
Sector Skill Council	IT -ITeS

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack (QP) will be created by the Sector Skill Council (SSC). Each performance criteria (PC) will be assigned Theory and Skill/Practical marks proportional to its importance in NOS.
2	The assessment will be conducted online through assessment providers authorised by SSC.
3	Format of questions will include a variety of styles suitable to the PC being tested such as multiple choice questions, fill the blanks, situational judgment test, simulation and programming test.
4	To pass a QP, a trainee should pass each individual NOS. Standard passing criteria for each NOS is 70%.
5	For latest details on the assessment criteria, please visit www.sscnasscom.com

Assessable Outcomes	Assessment criteria for the outcome	Total Mark	Out of	Marks Allocation	
				Theory	Skills Practical
1.SSC/N3020 (Make outbound calls to customers)	PC1.establish contact with customers, following your procedures	120	10	0	10
	PC2.introduce yourself and the purpose of your call, follow standard scripts		12.5	2.5	10
	PC3.obtain information from customers to identify their needs		5	0	5
	PC4.make convincing sales pitches to customers following standard scripts		10	0	10
	PC5.handle customer queries, objections and rebuttals follo standard scripts		10	0	10
	PC6.adapt your approach and style to customer preferences, the limits of your competence and authority		10	0	10
	PC7.refer issues outside your area of competence and autho		5	0	5
	PC8.identify and act on opportunities to-sell or cross-sell other products/ services to customers		5	0	5
	PC9.confirm customer wishes and needs in order to close sales		5	0	5
	PC10.obtain required financial information from custome		5	0	5
	-sales procedures in order complete/ full fill sales		35	15	20