Model Curriculum

Customer care Executive (Relationship Centre)

SECTOR:	**TELECOM**
SUB-SECTOR:	**SERVICE PROVIDER**
OCCUPATION:	**CUSTOMER SERVICE**
REF ID:	**TEL TEL/Q0101, V1.0**
NSQF LEVEL:	**4**

Certificate

COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

TELECOM SECTOR SKILLS COUNCIL

for the

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/ Qualification Pack: 'Customer Care Executive (Relationship Centre)'
QP No. 'TEL/Q0101 NSQF Level 4'

Date of Issuance: May 5th, 2016

Valid up to*: May 5th, 2018

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

Authorised Signatory
(Telecom Skill Development Council)

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Customer Care Executive (Relationship Centre)

CURRICULUM / SYLLABUS

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

Program Name	Customer Care Executive(Relationship Centre)		
Qualification Pack Name & Reference ID. ID	TEL/Q0101, Version 1.0		
Version No.	1.0	**Version Update Date**	31 – 07 – 2017
Pre-requisites to Training			
Training Outcomes	After completing this programme, participants will be able to: • Understand customer service by handling, following and resolving walk-in-customer's queries, requests and complaints and proactively recommend/sell organisation's products and services • Understand the telecom Industry • Understand the roles and responsibilities of a Customer Care Executive (Relationship Centre) • Telecom Relationship Centre specific key concepts • Acquire behavioural, professional, technical, and language skills required for performing the job effectively • Techniques of Shop/Showroom/Outlet and Self- Management • Gain Knowledge of methods for selling, up-selling and cross-selling • Managing Service Desk and Customer Management • Ways to monitor and evaluate self – performance • Techniques of Data Expertise • Interview Skills		

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

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	**Introduction** **Theory Duration** (hh:mm) 04:00 **Practical Duration** (hh:mm) 00:00 **Corresponding NOS Code** NA	• State the objectives of the program • Describe the telecom industry in India • Understand the roles and responsibilities of a CCE (Relationship Centre)	NA
2	**Key concepts** **Theory Duration** (hh:mm) 10:00 **Practical Duration** (hh:mm) 15:00 **Corresponding NOS Code** NA	• Understand the concepts specific to Relationship centre • Explain the concept and importance of Customer Relationship Management • Describe the various IT applications used by a CCE relationship centre	Computer Lab/systems, Preferable with CRM Tool
3	**IT and Soft Skills** **Theory Duration** (hh:mm) 16:00 **Practical Duration** (hh:mm) 20:00 **Corresponding NOS Code** TEL/N0105 TEL/N0106 TEL/N0107 TEL/N0108 TEL/N0109	• Define computer • List down different parts of computer • Understand about MS Word • Understand about MS Power point • Understand about MS- Excel • Understand about Internet and Network • Practice how to type effectively • List down the importance of listening as a skill for a CCE. • Practice effective listening skills • Use effective speaking skills in your role • Demonstrate reading and keep yourself updated on latest news • Practice effective writing skills	Computer lab/set up with basic MS office
4.	**Shop /Showroom/Outlet and Self-Management** **Theory Duration** (hh:mm) 10:00	• Discuss the importance of briefing in the morning • Describe the importance of self grooming • List down the importance of store management • Explain the importance of code of ethics and code of conduct needed for a CCE (RC)	NA

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	Practical Duration (hh:mm) 15:00 **Corresponding NOS Code** TEL/N0105		
5	**Sell/ Upsell and cross sell** **Theory Duration** (hh:mm) 10:00 **Practical Duration** (hh:mm) 15:00 **Corresponding NOS Code** TEL/N0106	• Describe verbal and non verbal communication • Practise effective communication at work place • Discuss different types of selling processes • Explain importance of data confidentiality in the Industry • Role plays on above	NA
6	**Service desk and customer management** **Theory Duration** (hh:mm) 10:00 **Practical Duration** (hh:mm) 15:00 **Corresponding NOS Code** TEL/N0107	• Explain the concept of service desk and service management • Explain the concept and phases of customer service management • Identify and address customer quick responding time (QRC) • List down the importance of customer feedback • List down the importance of interpersonal skills • Describe the steps involved in dealing with angry customers • Explain the need for building rapport with customers • Role plays/practical on the above aspects	NA
7	**Monitor and analyse self performance** **Theory Duration** (hh:mm) 10:00 **Practical Duration** (hh:mm) 10:00	• Explain the ways to monitor and analyse performance • Practise monitoring and analysing performance	NA

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	Corresponding NOS Code TEL/N0108		
8	**Data Expertise** **Theory Duration** (hh:mm) 05:00 **Practical Duration** (hh:mm) 15:00 **Corresponding NOS Code** TEL/N0109	• Explain the process involved in resolving data related queries, requests and complaints	CRM Tool/software or equivalent functionality tool
9	**Program Wrap - up** **Theory Duration** (hh:mm) 05:00 **Practical Duration** (hh:mm) 15:00 **Corresponding NOS Code** NA	• Understand what is an interview • Develop the skills to participate in an interview effectively • Know commonly asked questions in an interview • Revise and integrate learning's of the training program	NA
	Total Duration **Theory Duration** 80:00 **Practical Duration** 120:00	**Unique Equipment Required:** Classroom Projection System, Black/White Board, CRM/Equivalent Tool	

Grand Total Course Duration: 200**Hours, 0 Minutes**

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

Trainer Prerequisites for Job role: "Customer Care Executive (Relationship Centre)" mapped to Qualification Pack: "TEL/Q0101, V. 1.0"

Sr. No.	Area	Details
1	Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack "TEL/Q0101, Version No. 1.0".
2	Personal Attributes	The individual should have good communication skills with a clear diction, ability to construct simple and rational sentences; ability to comprehend simple English sentences; good problem solving skills; strong customer service focus; strong selling & listening skills and ability to work under pressure
3	Minimum Educational Qualifications	Preferably equivalent to Matriculation
4a	Domain Certification	Certified for Job Role: "Customer Care Executive (Relationship Centre)" mapped to QP: "TEL/Q0101", Version No. 1.0. Minimum accepted score as per respective TSSC guidelines.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "TEL/Q0101", Version No. 1.0. Minimum accepted score as per respective TSSC guidelines.
5	Experience	- The trainer should be certified by TSSC as 'Train the Trainer' and Assessor And - Worked as Customer Care Executive (Relationship Centre) for a minimum of 6-8 months

Assessment Criteria	
Job Role	Customer Care Executive(Relationship Centre)
Qualification Pack	TEL/Q0101, V. 1.0
Sector Skill Council	Telecom

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

Assessable Outcome	Assessment Criteria	Total Mark (400+100)	Out of	Theory	Skills (Practical)
1. TEL/N0105 (Shop/Showroom/Outlet and self management)	PC1. adhere to specified uniform/dress code and grooming guidelines	100	15	0	15
	PC2. wear name badges as per organizational guidelines				
	PC3. organize inventory, stationery, pantry stock and display products at the store/showroom/outlet		15	5	10
	PC4. maintain basic hygiene and infrastructure upkeep in the store		15	5	10
	PC5. attend daily morning briefing before store opening				
	PC6. review previous day's performance during morning meeting		20	20	0
	PC7. obtain product/process changes, new schemes/offers and target & task distribution from store manager		15	15	0
	PC8. maintain transparency with customer in sharing resolution timelines		20	5	15
		Total	100	50	50
2. TEL/N0106 (Sell, up sell and cross sell)	PC1. understand customer's buying pattern and offer customized solution	100	20	10	10
	PC2. sell, up-sell and cross-sell existing & new products/services, based on customer analysis		30	10	20
	PC3. achieve performance/sales targets/profitability of the store		10	10	0
	PC4. plan and execute customer engagement initiatives to facilitate brand recall and customer satisfaction		20	10	10
	PC5. educate customer on using company's products/services		10	0	10
	PC6. attain typing speed, as specified for the job role		10	0	10
		Total	100	40	60
3. TEL/N0107 (Service desk and customer management)	PC1. follow token system, if installed, for data maintenance of number of walk-in customers and queue management	30		10	20
	PC2. prioritize customers basis categories and attend them accordingly				
	PC3. manage walk-in customers and products/services subscribed by them				
	PC4. categorize nature of customer's interaction as a query, request or a complaint				

	PC5. verify customer details for any account related information		15	15	0
	PC6. monitor correctness and completeness of customer documents and process them to backend/respective department				
	PC7. obtain and address adequate information from the customer to login Q R C		10	0	10
	PC8. provide estimate of resolution time to the customer, if an immediate solution cannot be found				
	PC9. record the customer's interaction as a query, request or a complaint		15	7	8
	PC10. escalate unresolved problems/concerns to a competent internal/external specialist				
	PC11. fulfill process of payment collection and submission against bill payments/recharges		5	5	0
	PC12. resolve customer's problems within TAT to attend other customers in queue		5	5	0
	PC13. analyze customer's concern and pitch an appropriate retention tool		10	5	5
	PC14. troubleshoot and resolve customer's device related issues		5	5	0
	PC15. seek customer's feedback in feedback register/diary/booklet		5	5	0
	PC16. use the empowerment matrix for the benefit of the customer				
	Total	**100**	**57**	**43**	
4. TEL/N0108 (Monitor and analyzeself performance trends)	PC1. analyzeself performance w.r.t. job responsibilities versus performance targets and take corrective actions accordingly	100	60	20	40
	PC2. adhere to processes related to churn, collection and bad debt recovery		30	30	0
	PC3. attain above average scores in internal/external audits		10	10	0
	Total	**100**	**60**	**40**	
5. TEL/N0109 (Maintain records and Data expertise)	PC1. resolve customer's data related issues	100	40	20	20
	PC2. reduce repeat walk-in/interactions of customers with data related queries		60	30	30
	Total	**100**	**50**	**50**	
	Grand Total	**500**	**500**	**257**	**243**

				40%	60%
	Percentage Weightage:				
	Minimum Pass% to qualify (aggregate):			70%	