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

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Introduction

Qualifications Pack - Customer Care Executive (Relationship Centre)

SECTOR: TELECOM

SUB-SECTOR: Service Provider

OCCUPATION: Customer Service

REFERENCE ID: TEL/Q0101

ALIGNED TO: NCO-2015/5242.0201

Brief Job Description: Individuals at this job provide customer service by handling, following and resolving walk-in customer's queries, requests and complaints and proactively recommend/sell organization's products and services.

Personal Attributes: This job requires the individual to 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.

Job Details		
Qualifications Pack Code	TEL/Q0101	
Job Role	Customer Care Executive (Relationship Centre)	
Credits NSQF	TBD	**Version number** 1.0
Sector	Telecom	**Drafted on** 28/03/2013
Sub-sector	Service Provider	**Last reviewed on** 21/06/2018
Occupation	Customer Service	**Next review date** 31/03/2019
NSQC Clearance on	18/06/2015	

Job Role	Customer Care Executive (Relationship Centre)
Role Description	End to end customer life cycle management at a shop/showroom/relationship centre
NSQF level **Minimum Educational Qualifications** **Maximum Educational Qualifications**	4 10+2 or equivalent Graduate in any stream
Training (Suggested but not mandatory)	Computer fundamentals training course Basic communication skill training Customer handling and selling skills training Negotiation and conflict management skill training
Minimum Job Entry Age	18 Years
Experience	2-3 years of sales / call centre work experience
Applicable National Occupational Standards (NOS)	**Compulsory:** 1. TEL/N0105 (**Shop/Showroom/Outlet and self management)** 2. TEL/N0106 (**Sell, up-sell and cross-sell**) 3. TEL/N0107 (**Service desk and customer management**) 4. TEL/N0108 (**Monitor and analyze self performance**) 5. TEL/N0109 (**Maitain Records and Data expertise**)
Performance Criteria	As described in the relevant OS units

Definitions

Keywords /Terms	Description
ACHT (Average call handling time)	The average recommended time to wrap up/close an interaction with a customer
AHT (Average hold time)	The average recommended time a customer may be kept on hold during a phonetic interaction
Broadband	The term broadband refers to the wide bandwidth characteristics of a transmission medium and its ability to transport multiple signals and traffic types simultaneously. The medium can be coax, optical fiber, twisted pair or wireless. In contrast, baseband, describes a communication system in which information is transported across a single channel
CRM (Customer Relationship Management)	Processes implemented to manage a company's interactions with customers and prospects
Cross-sell	Cross-selling is the action or practice of selling among or between established clients, markets, traders, etc. or the action or practice of selling an additional product or service to an existing customer
Customer	A customer (also known as a client, buyer, or purchaser) is the recipient of a good, service, product, or idea, obtained from a seller, vendor, or supplier for a monetary or other valuable consideration. There are two types of customers – internal and external. Internal customers are employees, retailers, distributors and external customers are end users
Customer care executive	Customer care executive interacts with customers to provide answers to queries, requests or complaints involving a company's products or services
Customer satisfaction scores/Instant engagement scores	The metrics to measure the customer's satisfaction level of the interaction with the customer service representative
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
DTH (Direct to home)	DTH is defined as the reception of satellite programmes with a personal dish in an individual home.DTH does away with the need for the local cable operator and puts the broadcaster directly in touch with the consumer
Escalation matrix	The channel for escalating the issue/problem of the customer to a supervisor or senior who possesses more expertise in handling and resolving customer's concern.
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
Helpdesk	A single desk to reach out for the customer for getting response to his queries, requests or complaints. A help desk is manned by specialists who are well versed with their organization and it's products and services

Intranet tools	Internal tools/applications of an organization that work only within the network of the organization
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge
NOS (National Occupational Standards)	NOS are Occupational Standards which apply uniquely in the Indian context
Occupation	Occupation is a set of job roles under which role-holders perform similar/related set of functions in an industry
OS (Occupational Standards)	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
QP (Qualifications Pack)	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.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with, in carrying out the function which has a critical impact on the quality of performance required
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
Sell	Selling is an act of promotion and influencing customers to buy a product or service, in return for money or other compensation
Service Provider	Is a sub sector to Telecom and consists of companies/organizations who provide service related to communications to the public
Shop/Showroom/Outlet	Is a retail store of a company/franchisee in which products are on sale, in a space created by the brand or company
SLA (Service level agreement)	An agreement or contract for the level of service to be provided
Specialists	Subject matter expertshave the domain experience, knowledge and expertise and can handle customer queries, requests and complaints
Sub-functions	Sub-functions are sub-activities essential to fulfill achievement of the objectives of the function
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components
Tagging/Raising SR	The process of capturing customer's interaction in CRM

TAT (Turn around time)	The time taken to resolve a request or a complaint of the customer
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Telecom	Is a communication sector consisting of companies who provide telephonic communication facilities to the public
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
VAS (Value added service)	In the telecom industry, on a conceptual level, value-added services add value to the standard service offering, spurring the subscriber to use their phone more and allowing the operator to drive up their Average Revenue Per User. For mobile phones, while technologies like Short Messaging Service, Multi-media Messaging and data access were historically usually considered value-added services, but in recent years SMS, MMS and data access have more and more become core services, and VAS therefore has beginning to exclude those services.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry

Acronyms

Keywords /Terms	Description
ACHT	Average call handling time
AHT	Average hold time
CRM	Customer relationship management
GSM	Global system for mobile communications
Q R C	Query Request Complaints
SLA	Service level agreement
TAT	Turnaround time
w.r.t.	With respect to

National Occupational Standard

<u>Overview</u>

**This unit is about how to manage self and the store/outlet/showroom.**

Unit Code	TEL/N0105
Unit Title (Task)	Shop/Showroom/Outlet and self management
Description	This OS unit is about managing self and the showroom/outlet for dealing with walk-in customers
Scope	This unit/task covers the following: Key stakeholders: • customer care executives • store manager Morning briefing Professional dressing: • with uniform • without uniform Store management

Performance Criteria(PC) w.r.t. the Scope:

Element	Performance Criteria
	To be competent, the user/individual on the job must be able to: PC1. adhere to specified uniform/dress code and grooming guidelines PC2. wear name badges as per organizational guidelines PC3. organize inventory, stationery, pantry stock and display products at the store/showroom/outlet PC4. maintain basic hygiene and infrastructure upkeep in the store PC5. attend daily morning briefing before store opening PC6. review previous day's performance during morning meeting PC7. obtain product/process changes, new schemes/offers and target & task distribution from store manager PC8. maintain transparency with customer in sharing resolution timelines

Knowledge and Understanding

| A. Organizational Context (Knowledge of the company / organization and its processes) | The user/individual on the job needs to know and understand:

KA1. importance of the role in representingthe organization
KA2. organizational guidelines w.r.t. standard uniform, name badges and resolution timelines |

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B. Technical Knowledge	The user/individual on the job needs to know and understand:
	KB1. process of store management, organizing inventory, stationery, pantry stock and product displayed
	KB2. importance of attending morning brief, to obtain product/process changes, new schemes/offers and target & task distribution from store manager

Skills (S)

A. Core Skills/ Generic Skills	**Reading Skills**
	The user/ individual on the job needs to know and understand how to:
	SA1. keep abreast with the latest knowledge by reading brochures, pamphlets and daily briefing sheets
	Comprehension Skills
	The user/individual on the job needs to know and understand how to:
	SA2. comprehend sales targets
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA3. fluently speakand understand English and the regional language
	SA4. gauge customer's communication style and respond appropriately
	SA5. clearly communicate with peers/seniors during morning brief
B. Professional Skills	**Interpersonal Skills**
	The user/individual on the job needs to know and understand how to:
	SB1. present a pleasant personality and enjoy communicating with people
	SB2. effectively translate and convey information
	SB3. accurately interpret other's emotions and respond empathetically
	SB4. be sensitive to other's feelings and calmly resolve conflicts
	SB5. switch over to customer's language to createcomfort
	SB6. identify customer's level of frustration with the language adopted by him

	Rapport Building
	The user/individual on the job needs to know and understand how to:
	SB7. manage irate or abusive customers SB8. display courtesy and professionalism SB9. be patient and attentively listen SB10. build rapport with peers to secure understanding and co-operation at work place
	Time Management
	The user/individual on the job needs to know and understand how to:
	SB11. manage time while performing multiple responsibilities at the store
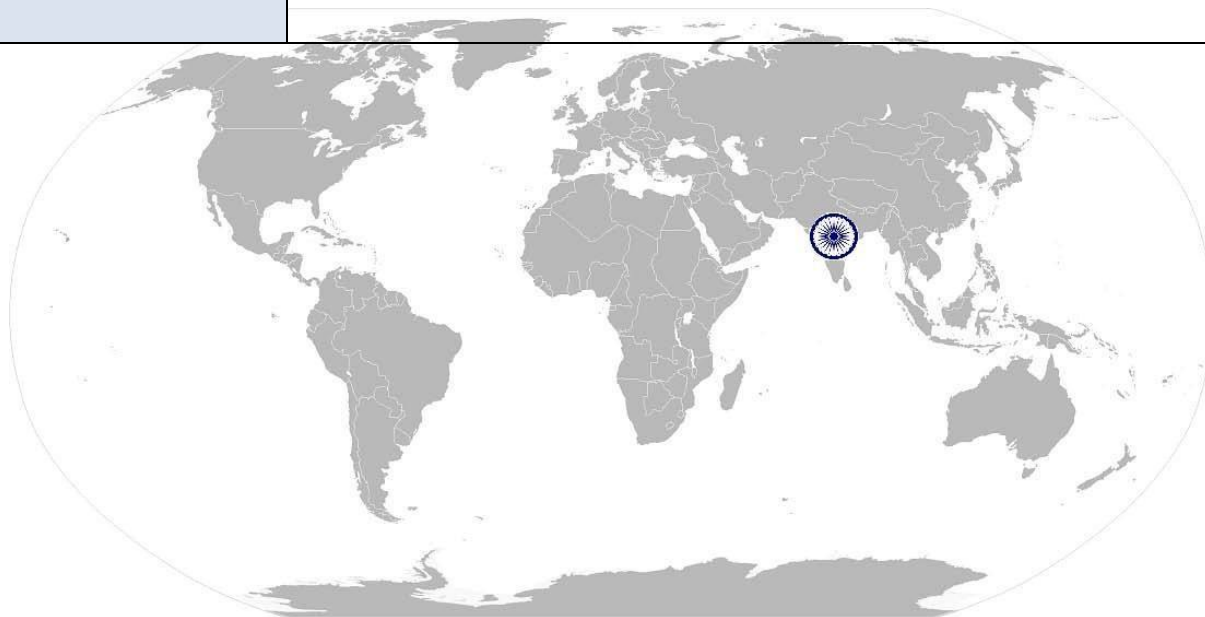
NOS Version Control:

NOS Code	TEL/N0105		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	28/03/2013
Industry Sub-sector	Service Provider	Last reviewed on	21/06/2018
Occupation	Customer Service	Next review date	31/03/2019

National Occupational Standard

Overview

This unit is about techniques of selling telecom products and services, up-sell and cross-sell, for the walk in customers.

National Occupational Standard

Unit Code	TEL/N0106
Unit Title (Task)	Sell, up sell and cross sell
Description	This OS unit is about how and when to sell, up-sell and cross-sellto walk-in customers at the shop/showroom/outlet, basis their requirements
Scope	This unit/task covers the following: Key stakeholders: • customer care executives • customers Identification of opportunity for: • selling • up-selling • cross-selling Sell/up-sell/cross-sell: • products • services Attend walk-in customers

Performance Criteria(PC) w.r.t. the Scope:

Element	Performance Criteria
	To be competent, the user/individual on the job must be able to: PC1. understand customer's buying pattern and offer customized solution PC2. sell, up-sell and cross-sell existing & new products/services, based on customer analysis PC3. achieve performance/sales targets/profitability of the store PC4. plan and execute customer engagement initiatives to facilitate brand recall and customer satisfaction PC5. educate customer on using company's products/services PC6. attain typing speed, as specified for the job role

Knowledge and Understanding

A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. importance of the role in representing the organization KA2. complete range of products/servicesin order to pitch them to the customers KA3. strengths and limitations of your own product/service vis-à-vis competition

B. Technical Knowledge	The user/individual on the job needs to know and understand:
	KB1. basic working of a computer and MS Excel
	KB2. whereabouts of latest products and services
	KB3. navigation of intra net tools and CRM to gather information about customer's account
	KB4. targets for performance and sales

Skills (S)	
A. Core Skills/ Generic Skills	**Reading Skills**
	The user/ individual on the job needs to know and understand how to:
	SA1. read about new products and services with reference to the organization through the intra net portal
	SA2. keep abreast with the latest knowledge by reading brochures, pamphlets and daily briefing sheets
	Writing Skills
	The user/individual on the job needs to know and understand how to:
	SA3. record complete and correct customer discussions in CRM/MS Excel
	SA4. formulate correct sentences without any grammatical errors
	SA5. record precise and clear information for analysis/action by other departments
	Comprehension Skills
	The user/individual on the job needs to know and understand how to:
	SA6. identify the situation and read / understand mindset of customer, before pitching a product/service
	SA7. comprehend remarks mentioned in CRM
	SA8. identify problem narrated by the customer and provide apt resolution
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA9. fluently speak and understand English and the regional language
	SA10. respond to customer's Q R C with a relevant answer
	SA11. gauge customer's communication style and respond appropriately
	SA12. probe customers appropriately to understand nature of problem
	SA13. give clear instructions and share information with customers
	SA1. avoid using jargons, slang, technical terms and acronyms when communicating with customers

Sell, up-sell and cross-sell

| B. Professional Skills	**Interpersonal**
	The user/individual on the job needs to know and understand how to:
	SB1. present a pleasant personality and enjoy communicating with people
	SB2. be sensitive to other's feelings and calmly resolve conflicts
	SB3. switch over to customer's language to create comfort
	SB4. create a win-win situation with the customer
	SB5. convince customers to buy company's products/services
	Customer Centricity
	The user/individual on the job needs to know and understand how to:
	SB6. manage irate or abusive customers
	SB7. display courtesy and professionalism
	SB8. be patient and attentively listen to the customer
	SB9. offer product/service best suited to customer's need
	Selling Skills
	The user/individual on the job needs to know and understand how to:
	SB10. identify opportunity to sell/up-sell/cross-sell
	SB11. ask for buying commitment of product/service at relevant stages, throughout the interaction

NOS Version Control:

NOS Code	TEL/N0106		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	28/03/2013
Industry Sub-sector	Service Provider	Last reviewed on	21/06/2018
Occupation	Customer Service	Next review date	31/03/2019
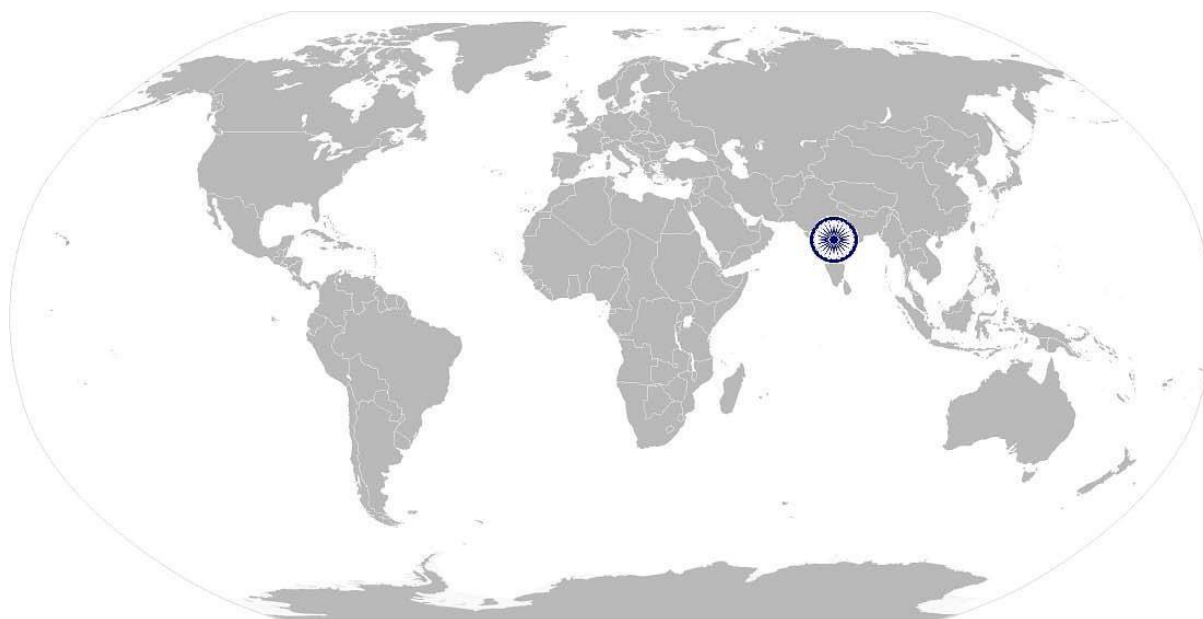
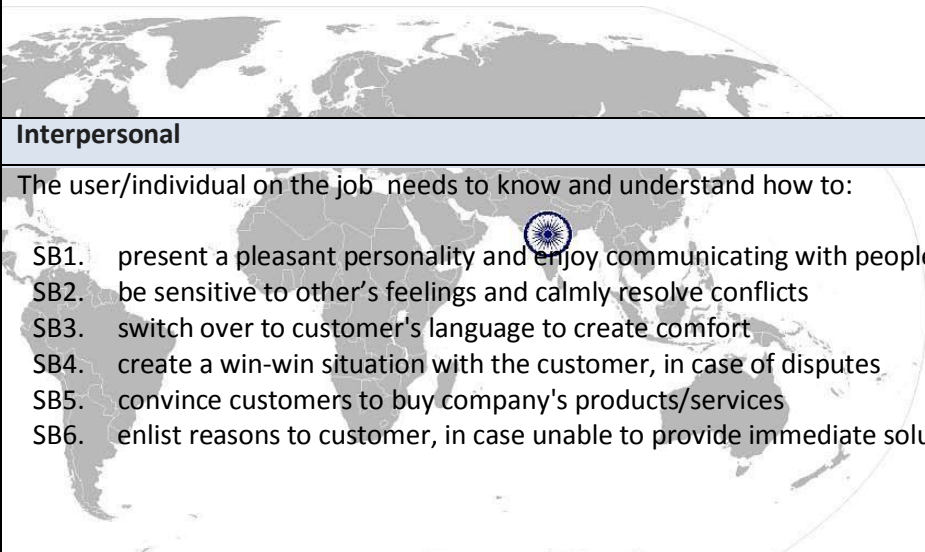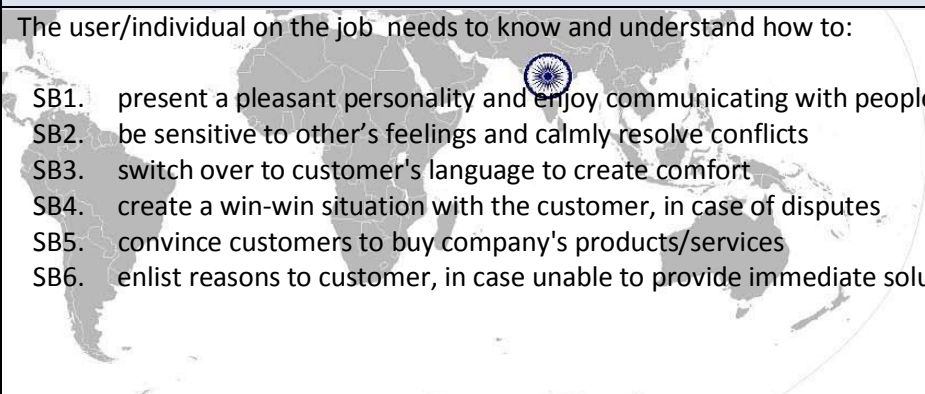# National Occupational Standard

<u>Overview</u>

This unit is about providing customer service to walk-in customers by handling, resolving and following up for resolutions to their concerns.
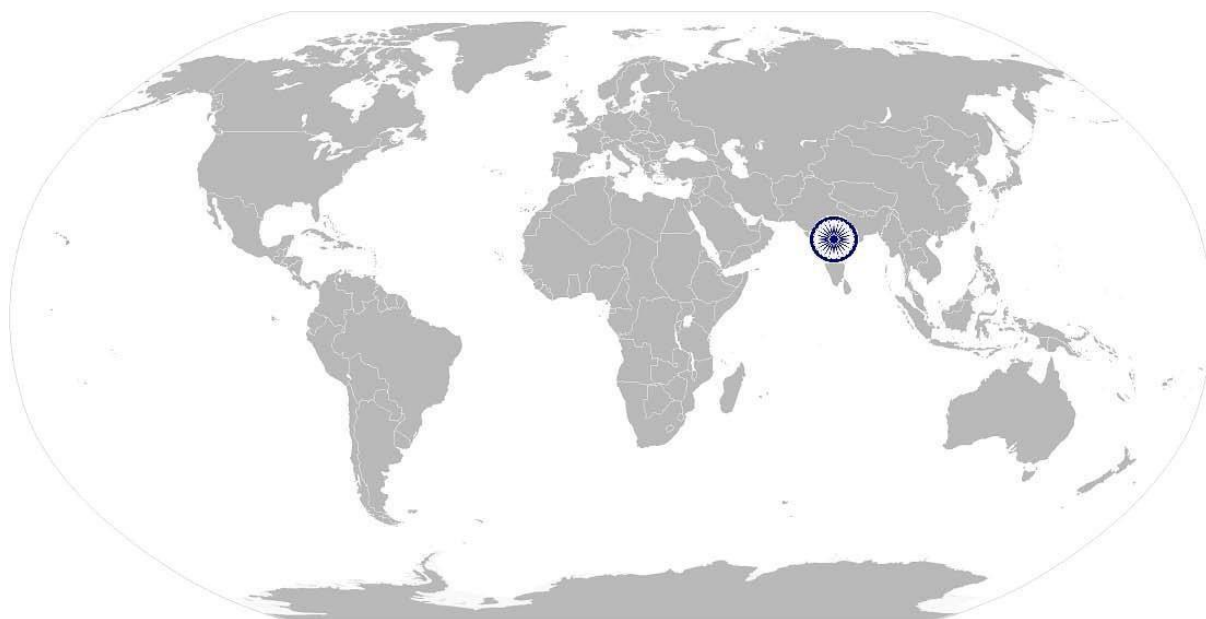
Unit Code	TEL/N0107
Unit Title (Task)	**Service desk and customer management**
Description	This OS unit is about the service desk and customer life cycle management
Scope	This unit/task covers the following: Key stakeholders: • customer care executives • customers Service Management of: • new customers on board • existing customers • potential customers

Performance Criteria(PC) w.r.t. the Scope:

Element	Performance Criteria
	To be competent, the user/individual on the job must be able to: PC1. follow token system, if installed, for data maintenance of number of walk-in customers and queue management PC2. prioritize customers basis categories and attend them accordingly PC3. manage walk-in customers and products/services subscribed by them PC4. categorizenature of customer's interaction as a query, request or a complaint PC5. verify customer details for any account related information 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 PC8. provideestimate 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 PC10. escalateunresolved problems/concerns to a competent internal/external specialist PC11. fulfill process of payment collection and submission against bill payments/recharges PC12. resolve customer's problems within TAT to attend other customers in queue PC13. analyze customer's concernand pitch an appropriate retention tool PC14. troubleshoot and resolve customer'sdevice related issues PC15. seek customer's feedback in feedback register/diary/booklet PC16. use the empowerment matrix for the benefit of the customer

Knowledge and Understanding	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. importance of the role in representingthe organization KA2. relevant policies, procedures and promotions of the company KA3. turnaround time/SLA of various processes KA4. escalation matrix and when to escalate KA5. mandatory fields to be filled in customer enrollment forms KA6. features and benefits of products/services that company offers KA7. process of retention and retention tools
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. different categories of customers of the organization KB2. basic working of a computer and MS excel KB3. whereabouts of latest products and services KB4. navigation of intra net tools and CRM, to gather information andverifycustomer's account KB5. features and settings of variousdevices for troubleshooting KB6. how to use empowerment matrix

Skills (S)	
A. Core Skills/ Generic Skills	**Reading Skills** The user/ individual on the job needs to know and understand how to: SA1. read about new products and services with reference to the organization through the intra net portal SA2. keep abreast with the latest knowledge by reading brochures and pamphlets
	Writing Skills The user/individual on the job needs to know and understand how to: SA3. record complete and correct customer discussions in CRM/MS Excel SA4. formulate correct sentences without any grammatical errors SA5. record precise and clear information for analysis/action by other departments
	Comprehension Skills The user/individual on the job needs to know and understand how to: SA6. comprehend remarks mentioned in CRM SA7. identify problem narrated by the customer and provide apt resolution

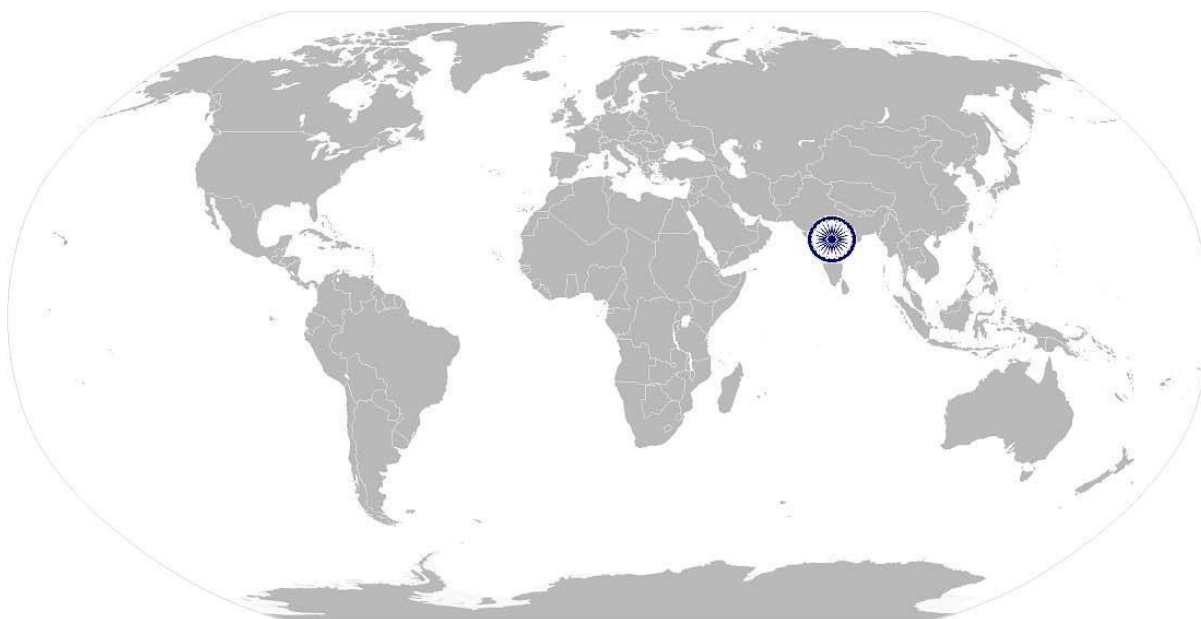|	
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA8. fluently speak and understand English and the regional language
	SA9. respond to customer's Q R C with a relevant answer
	SA10. gauge customer's communication style and respond appropriately
	SA11. probe customers appropriately to understand nature of problem
	SA12. give clear instructions to customers
	SA13. avoid using jargons, slang, technical terms and acronyms when communicating with customers
B. Professional Skills	**Interpersonal**
	The user/individual on the job needs to know and understand how to:
	SB1. present a pleasant personality and enjoy communicating with people
	SB2. be sensitive to other's feelings and calmly resolve conflicts
	SB3. switch over to customer's language to create comfort
	SB4. create a win-win situation with the customer, in case of disputes
	SB5. convince customers to buy company's products/services
	SB6. enlist reasons to customer, in case unable to provide immediate solution
	Customer Centricity
	The user/individual on the job needs to know and understand how to:
	SB7. manage relationship irate or abusive customers
	SB8. display courtesy and professionalism
	SB9. be patient and attentively listen to the customer
	Time Management

	The user/individual on the job needs to know and understand how to: SB10. manage one's own time and the customer's time by holding precise discussions/interactions

NOS Version Control:

NOS Code	TEL/N0107		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	28/03/2013
Industry Sub-sector	Service Provider	Last reviewed on	21/06/2018
Occupation	Customer Service	Next review date	31/03/2019

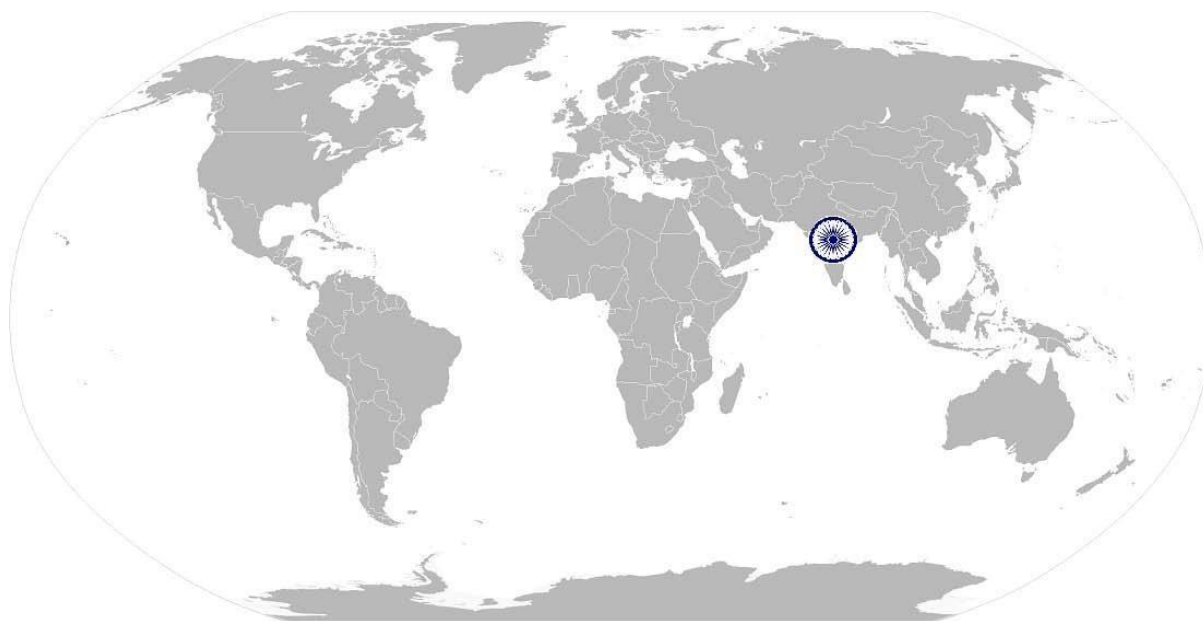---

National Occupational Standard

Overview

This unit is about tracking, monitoring and measuring self performance trends.

National Occupational Standard

Unit Code	TEL/N0108
Unit Title (Task)	Monitor and analyze self performance trends
Description	This OS unit is about tracking, monitoring and measuring self performance trends
Scope	This unit/task covers the following: Key stakeholders: - customer care executives - supervisors/team leaders Scrutinizing and improvising self performance: - daily - weekly - monthly

Performance Criteria(PC) w.r.t. the Scope:	
Element	**Performance Criteria**
	To be competent, the user/individual on the job must be able to: PC1. analyze self performance w.r.t. job responsibilities versus performance targets and take corrective actions accordingly PC2. adhere to processes related to churn, collection and bad debt recovery PC3. attain above average scores in internal/external audits

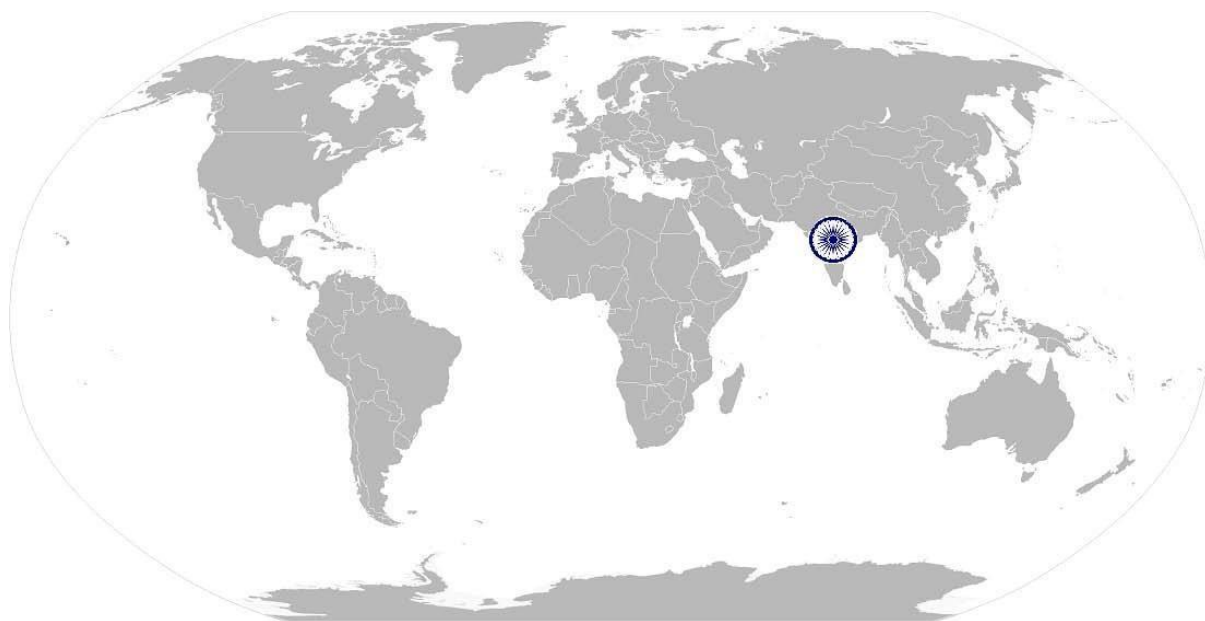| Knowledge and Understanding	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. processes related to sales, churn, collection, bad debt recovery, complaint reduction, SLA adherence, revenue performanceetc. KA2. how to review instant customer feedback scores
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. basic working of a computer and MS Excel KB2. navigation of intra net tools to extract daily, weekly, monthly reports

Skills (S)		
A. Core Skills/ Generic Skills	**Reading Skills**	
	The user/ individual on the job needs to know and understand how to: SA1. read daily, weekly and monthly reports	
	Comprehension Skills	
	The user/individual on the job needs to know and understand how to: SA2. analyze and comprehend daily, weekly and monthly reports, to monitor performance	
	Oral Communication (Listening and Speaking skills)	
	The user/individual on the job needs to know and understand how to: SA3. discuss self performance basis performance criteria with the supervisor	
B. Professional Skills	**Time Management**	
	The user/individual on the job needs to know and understand how to: SB1. prepare assigned reports within available time limits	

NOS Version Control:

NOS Code	TEL/N0108		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	28/03/2013
Industry Sub-sector	Service Provider	Last reviewed on	21/06/2018
Occupation	Customer Service	Next review date	31/03/2019

National Occupational Standard

Overview

This unit is about expertise in resolving data related queries, requests and complaints.

National Occupational Standard

Unit Code	TEL/N0109
Unit Title (Task)	**Maintain Records & Data expertise**
Description	This OS unit is about expertise in resolving data related Q R C
Scope	This unit/task covers the following: Key stakeholders: • customer care executives • customers Resolving data related: • queries • requests • complaints

Performance Criteria(PC) w.r.t. the Scope:	
Element	**Performance Criteria**
	To be competent, the user/individual on the job must be able to: PC1. resolve customer's data related issues PC2. reduce repeat walk-in/interactions of customers with data related queries

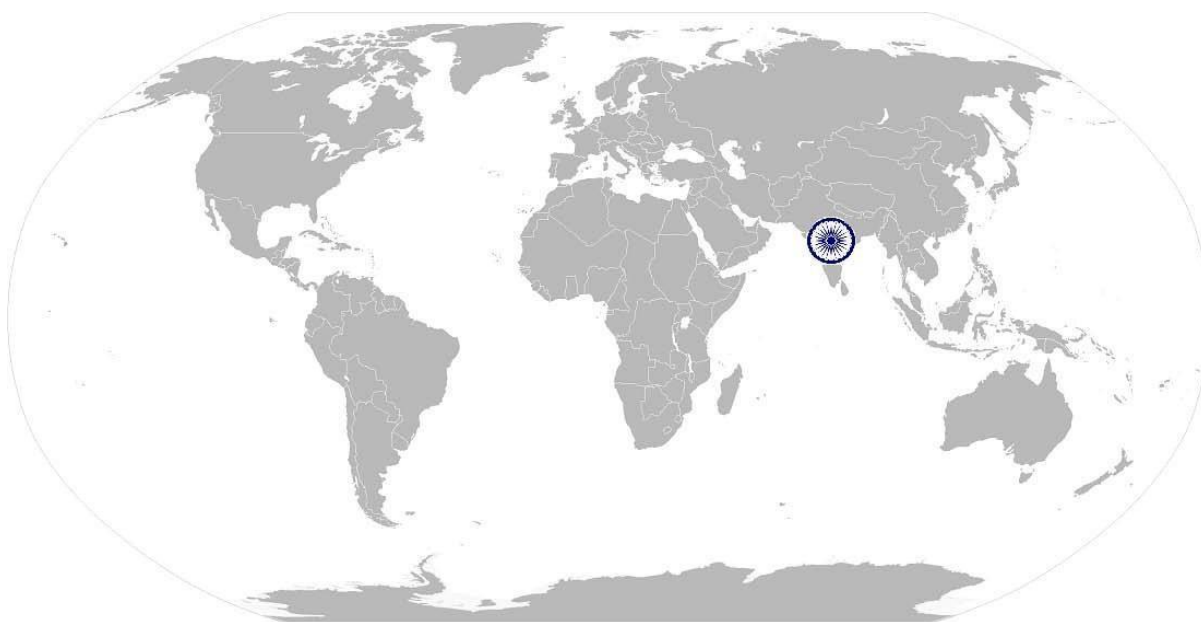| **Knowledge and Understanding**	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. data related tariff plans, offers and schemes
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. latest handset models and their functioning KB2. top issues faced in operating system, handsets etc. KB3. latest technology prevalent in telecom for data

Skills (S)		
A. Core Skills/ Generic Skills	**Reading Skills**	
	The user/ individual on the job needs to know and understand how to: SA1. read data related tariffs, offers and schemes	
	Oral Communication (Listening and Speaking skills)	
	The user/individual on the job needs to know and understand how to: SA2. interpret customer's requirement and suggest related product/offer/scheme	
B. Professional Skills	**Selling Skills**	
	The user/individual on the job needs to know and understand how to: SB1. pitch best suited data related plans and products to the customers	
	Probing Skills	
	The user/individual on the job needs to know and understand how to: SB2. identify issue by asking relevant questions and resolve customer's data related concern	

NOS Version Control:

NOS CODE	TEL/N0109		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	28/03/2013
Industry Sub-sector	Service Provider	Last reviewed on	21/06/2018
Occupation	Customer Service	Next review date	31/03/2019

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

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

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role   Customer Care Executive (Relationship Center)

Qualification Pack   TEL/Q0101

Sector Skill Council   Telecom

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. SSC 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 SSC.

3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

4a. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).

4b. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.

5. To pass the Qualification Pack , every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.

6. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Assessment Outcome	Assessment Criteria	Total Mark (500)	Out Of	Marks Allocation Theory	Skills Practical
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
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
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	100			
	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		30	10	20
	PC5. verify customer details for any account related information				
	PC6. monitor correctness and completeness of customer documents and process them to backend/respective department		15	15	0
	PC7. obtain and address adequate information from the customer to login Q R C				
	PC9. record the customer's interaction as a query, request or a complaint		10	0	10
	PC8. provide estimate of resolution time to the customer, if an immediate solution cannot be found				
	PC10. escalate unresolved problems/concerns to a competent internal/external specialist		15	7	8
	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				
	PC16. use the empowerment matrix for the benefit of the customer		5	5	0
	Total		100	57	43
TEL/N0108 Monitor and analyze self performance trends	PC1. analyze self 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**
			100	**60**	**40**
TEL/N0109 Maintain Records & 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
			100	50	50