

Model Curriculum

CRM Domestic Non-Voice

SECTOR: IT-ITES

SUB-SECTOR: BUSINESS PROCESS MANAGEMENT

OCCUPATION: CUSTOMER RELATIONSHIP MANAGEMENT

REF. ID: SSC/Q2211, VERSION 1.0

NSQF LEVEL: 4



Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

IT-ITES SECTOR SKILLS COUNCIL NASSCOM

for the

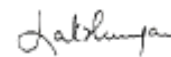
MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/Qualification Pack: **'CRM Domestic Non-Voice'** QP No. **'SSC/Q2211 NSQF Level 4'**

Date of issuance: December 31st, 2015

Valid up to*: December 31st, 2016

* Valid up to the next review date of the Qualification Pack



Authorised Signatory
Lakshmi Narayan
(Chairman, IT-ITeS Sector Skills Council NASSCOM)

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CRM Domestic Non-Voice

CURRICULUM / SYLLABUS

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

Program Name	CRM Domestic Non-Voice		
Qualification Pack Name & Reference ID.	CRM Domestic Non-Voice SSC/Q2211, version 1.0		
Version No.	1.0	Version Update Date	31/12/2015
Pre-requisites to Training	10 th Standard		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Deal remotely with customer queries in the domestic market • Manage their work to meet requirements • Maintain a healthy, safe and secure working environment 		

The Course encompasses all three National Occupational Standards (NOS) of **CRM-Domestic Non Voice SSC/Q2211** Qualification Pack issued by **IT-ITES Sector Skills Council NASSCOM**.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Deal remotely with customer queries</p> <p>Theory Duration (hh:mm) 40:00</p> <p>Practical Duration (hh:mm) 210:00</p> <p>Corresponding NOS Code SSC/N3021</p>	<p>Candidates will be able to:</p> <ul style="list-style-type: none"> • Greet customers and verify their details, following r organization’s procedures • Read carefully, summarize, and obtain customer confirmation of, your understanding of queries • Express their concern for any difficulties caused and commitment to resolving queries • Record and categorize queries accurately using their organization’s query management tool • Refer queries outside their area of competence or authority promptly to appropriate people • Access organization’s knowledge base for solutions to queries, where available • Resolve queries within their area of competence or authority in line with organizational guidelines and service level agreements (SLAs) • Obtain advice and guidance from appropriate people, where necessary • Obtain confirmation from customers that queries have been resolved to their satisfaction • Record the resolution of queries accurately using their organization’s query management tool • Comply with relevant standards, policies, procedures and guidelines when dealing remotely with customer queries 	Refer to Unique Equipment Required section
2	<p>Manage work to meet requirements</p> <p>Theory Duration (hh:mm) 30:00</p> <p>Practical Duration (hh:mm) 70:00</p> <p>Corresponding NOS Code SSC/N9001</p>	<p>Candidates will be able to:</p> <ul style="list-style-type: none"> • Establish and agree work requirements with appropriate people • Keep immediate work area clean and tidy • Utilize time effectively • Use resources correctly and efficiently • Treat confidential information correctly • Work in line with organization’s policies and procedures • Work within the limits of job role • Obtain guidance from appropriate people, where necessary • Ensure work meets the agreed requirements 	Refer to Unique Equipment Required section
3	<p>Maintain a healthy, safe and secure working environment</p>	<p>Candidates will be able to:</p> <ul style="list-style-type: none"> • Comply with organization’s current health, safety and security policies and procedures • Report any identified breaches in health, safety, and security policies and procedures to the designated person • Identify and correct any hazards that can deal with 	Refer to Unique Equipment Required section

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p>Theory Duration (hh:mm) 12:00</p> <p>Practical Duration (hh:mm) 38:00</p> <p>Corresponding NOS Code SSC/N9003</p>	<p>safely, competently and within the limits of authority</p> <ul style="list-style-type: none"> Report any hazards that one is not competent to deal with to the relevant person in line with organizational procedures and warn other people who may be affected Follow their organization's emergency procedures promptly, calmly, and efficiently Identify and recommend opportunities for improving health, safety, and security to the designated person Complete any health and safety records legibly and accurately 	
	<p>Total Duration</p> <p>Theory Duration 82.00</p> <p>Practical Duration 318.00</p>	<p>Unique Equipment Required: Training room should be fully furnished with the following equipment / tools / accessories. Additional / specific resources, wherever applicable (e.g. Hardware, software) are indicated in the main text corresponding to relevant learning outcome.</p> <p>NOS SSC/N3021 requirements:</p> <ul style="list-style-type: none"> Internet messenger and Web based Chat tools Any CRM and ticketing tool Open Office or MS – Office (word, Excel, PPT, Outlook) Access to PC, LAN, search engine <p>Common requirements</p> <ul style="list-style-type: none"> Comfortable seats with adequate lighting, controlled temperature and acoustics for training and learning White Board, Markers and Eraser Projector with screen Flip chart with markers Faculty's PC/Laptop with latest configuration and internet connection Supporting software / applications for projecting audio, video, recording, Presentation Tools to support learning activities: Intranet Email IMs Learning management system e.g. Moodle, Blackboard to enable blended learning Microphone / voice system for lecture and class activities Handy Camera Stationery kit – Staples, Glue, Chart Paper, Sketch Pens, Paint Box, Scale, A4 Sheets For IT Lab sessions: Computer Lab with 1:1 PC: trainee ratio and having internet connection, MS Office / Open office, Browser, Outlook / Any other Email Client and chat tools, CRM and ticketing tool(s) such as Freshdesk 	

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> Assessment and Test Tools for day to day online Tests and Assessments For team discussions: Adequate seating arrangement in full / half circle format for one or more teams as per planned team composition. <p>Reading Resources: Access to relevant sample documents and learning forums to enable self-study before and after each training session.</p>	

Grand Total Course Duration: 400Hours0 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. For example, writing skills required for recording a customer query and resolution (in SSC/N3021) are different from the writing skills required to prepare a time plan (in SSC/N9001). Training providers are advised to,
 - a. Embed such skills development in the learning pedagogy for each expected outcome
 - b. Prepare a detailed session plan for training delivery with focus on sequence and duration of training
 - c. Run a diagnostic test to assess prior learning of students and help trainers / students identify the need for gap training, optimal duration 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 Internet and MS Office.

Trainer Prerequisites for Job role: CRM Domestic Non-Voice mapped to Qualification Pack: SSC/Q2211

Sr. No.	Area	Details
1	Job Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack SSC/Q2211.
2	Personal Attributes	Aptitude for conducting training, and pre/ post work to ensure competent, employable candidates at the end of the training. Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others; well-organised and focused, eager to learn and keep oneself updated with the latest in this field.
3	Minimum Educational Qualifications	Minimum 10 th Standard; Preferred Master's degree in any discipline
4a	Domain Certification	Minimum accepted score in SSC Assessment is 90% per NOS being taught in QP SSC/Q2211. Additional certification in customer orientation, dealing with difficult customers, written communication etc. will be an added advantage.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: "Trainer" mapped to the Qualification Pack: "SSC/Q1402". Minimum accepted score is 70% per NOS.
5	Experience	Field experience: Minimum 2 years' experience in the same domain Training experience: 1 year preferred

Annexure: Assessment Criteria

Assessment Criteria for CRM Domestic Non-Voice	
Job Role	CRM Domestic Non-Voice
Qualification Pack	SSC/Q2211
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 in 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 .

				MARKS ALLOCATION	
ASSESSMENT OUTCOME (NOS CODE AND DESCRIPTION)	ASSESSMENT CRITERIA (PC)	TOTAL MARKS	OUT OF	THEORY	SKILLS PRACTICAL
1.SSC/N3021 (DEAL REMOTELY WITH CUSTOMER QUERIES - DOMESTIC)	PC1. greet customers and verify their details, following your organization's procedures	120	12.5	2.5	10
	PC2. read carefully, summarize, and obtain customer confirmation of, your understanding of queries		12.5	2.5	10
	PC3. express your concern for any difficulties caused and your commitment to resolving queries		15	0	15
	PC4. record and categorize queries accurately using your organization's query management tool		5	0	5
	PC5. refer queries outside your area of competence or authority promptly to appropriate people		2.5	0	2.5
	PC6. access your organization's knowledge base for solutions to queries, where available		2.5	0	2.5
	PC7. resolve queries within your area of competence or authority in line with organizational guidelines and service level agreements (SLAs)		15	0	15
	PC8. obtain advice and guidance from appropriate people, where necessary		2.5	0	2.5
	PC9. obtain confirmation from customers that queries have been resolved to their satisfaction		10	0	10
	PC10. record the resolution of queries accurately using your organization's query management tool		35	15	20
	PC11. comply with relevant standards, policies, procedures and guidelines when dealing remotely with customer queries		7.5	0	7.5
		NOS Total	120	20	100
2.SSC/N9001 (MANAGE YOUR WORK TO MEET REQUIREMENTS)	PC1. establish and agree your work requirements with appropriate people	40	10	5	5
	PC2. keep your immediate work area clean and tidy		5	0	5
	PC3. utilize your time effectively		5	5	0
	PC4. use resources correctly and efficiently		5	2.5	2.5
	PC5. treat confidential information correctly		5	0	5
	PC6. work in line with your organization's policies and procedures		2.5	0	2.5

				MARKS ALLOCATION	
ASSESSMENT OUTCOME (NOS CODE AND DESCRIPTION)	ASSESSMENT CRITERIA (PC)	TOTAL MARKS	OUT OF	THEORY	SKILLS PRACTICAL
	PC7. work within the limits of your job role		2.5	0	2.5
	PC8. obtain guidance from appropriate people, where necessary		2.5	0	2.5
	PC9. ensure your work meets the agreed requirements		2.5	0	2.5
		NOS Total	40	12.5	27.5
3.SSC/N9003 (MAINTAIN A HEALTHY, SAFE AND SECURE WORKING ENVIRONMENT)	PC1. comply with your organization's current health, safety and security policies and procedures	40	10	5	5
	PC2. report any identified breaches in health, safety, and security policies and procedures to the designated person		5	0	5
	PC3. identify and correct any hazards that you can deal with safely, competently and within the limits of your authority		10	5	5
	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		5	0	5
	PC5. follow your organization's emergency procedures promptly, calmly, and efficiently		5	0	5
	PC6. identify and recommend opportunities for improving health, safety, and security to the designated person		2.5	0	2.5
	PC7. complete any health and safety records legibly and accurately		2.5	0	2.5
		NOS Total	40	10	30



IT-ITeS Sector Skill Council

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