

# 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



## Certificate

### CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**IT-ITES SECTOR SKILLS COUNCIL NASSCOM**

for the

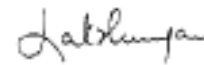
### MODEL CURRICULUM

Complying to National Occupational Standards of  
Job Role/Qualification Pack: **CRM Domestic Voice** QP No. '**SSC/Q2210NSQF Level 4**'

Date of issuance: December 31<sup>st</sup>, 2015

Valid up to\*: December 31<sup>st</sup>, 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 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.

<b>Program Name</b>	<b>CRM Domestic Voice</b>		
<b>Qualification Pack Name &amp; Reference ID.</b>	CRM Domestic Voice SSC/Q2210		
<b>Version No.</b>	1.0	<b>Version Update Date</b>	31/01/2015
<b>Pre-requisites to Training</b>	10th		
<b>Training Outcomes</b>	<p><b>After completing this programme, participants will be able to:</b></p> <ul style="list-style-type: none"> <li>• Make outbound calls to customers</li> <li>• Manage your work to meet requirements</li> <li>• Maintain a healthy, safe and secure working environment</li> </ul>		

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

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1.	<p>Make outbound calls to customers</p> <p>Theory Duration <b>(hh:mm)</b> <b>36:00</b></p> <p>Practical Duration <b>(hh:mm)</b> <b>214:00</b></p> <p>Corresponding NOS Code <b>SSC/N3020</b></p>	<p>Candidates will be able to:</p> <ul style="list-style-type: none"> <li>• establish contact with customers, following your organization’s procedures</li> <li>• introduce yourself and the purpose of your call, following standard scripts</li> <li>• obtain information from customers to identify their needs</li> <li>• make convincing sales pitches to customers following standard scripts</li> <li>• handle customer queries, objections and rebuttals following standard scripts</li> <li>• adapt your approach and style to customer preferences, within the limits of your competence and authority</li> <li>• refer issues outside your area of competence and authority to appropriate people, following your organization’s procedures</li> <li>• identify and act on opportunities to up-sell or cross-sell other products/ services to customers</li> <li>• confirm customer wishes and needs in order to close sales</li> <li>• obtain required financial information from customers, following your organization’s procedures</li> <li>• complete your organization’s post-sales procedures in order to complete/ full fill sales</li> <li>• comply with relevant standards, policies, procedures and guidelines when making outbound telesales calls</li> </ul>	Refer to Unique Equipment Required
2.	<p>Manage your work to meet requirements</p> <p>Theory Duration <b>(hh:mm)</b> <b>31:00</b></p> <p>Practical Duration <b>(hh:mm)</b> <b>69:00</b></p> <p>Corresponding NOS Code <b>SSC/N9001</b></p>	<p>Candidates will be able to:</p> <ul style="list-style-type: none"> <li>• establish and agree your work requirements with appropriate people</li> <li>• keep your immediate work area clean and tidy</li> <li>• utilize your time effectively</li> <li>• use resources correctly and efficiently</li> <li>• treat confidential information correctly</li> <li>• work in line with your organization’s policies and procedures</li> <li>• work within the limits of your job role</li> <li>• obtain guidance from appropriate people, where necessary</li> <li>• ensure your work meets the agreed requirements</li> </ul>	
3.	<p>Maintain a healthy, safe and secure working environment</p>	<p>Candidates will be able to:</p> <ul style="list-style-type: none"> <li>• comply with your organization’s current health, safety and security policies and procedures</li> </ul>	

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p>Theory Duration (hh:mm) <b>12:00</b></p> <p>Practical Duration (hh:mm) <b>38:00</b></p> <p>Corresponding NOS Code <b>SSC/N9003</b></p>	<ul style="list-style-type: none"> <li>• report any identified breaches in health, safety, and security policies and procedures to the designated person</li> <li>• identify and correct any hazards that you can deal with safely, competently and within the limits of your authority</li> <li>• 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</li> <li>• follow your organization’s emergency procedures promptly, calmly, and efficiently</li> <li>• identify and recommend opportunities for improving health, safety, and security to the designated person</li> <li>• complete any health and safety records legibly and accurately</li> </ul>	
<p><b>Total Duration:</b></p> <p>Theory Duration (hh:mm) <b>79:00</b></p> <p>Practical Duration (hh:mm) <b>321:00</b></p>	<p><b>Unique Equipment Required:</b> 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><b>Domain NOS requirements</b></p> <ul style="list-style-type: none"> <li>• Sample CRM tool for demonstration</li> <li>• Telephone, voice recorder, IVR and software / document formats for recording call / interactions</li> </ul> <p><b>Common requirements</b></p> <ul style="list-style-type: none"> <li>• Comfortable seats with adequate lighting, controlled temperature and acoustics for training and learning</li> <li>• White Board, Markers and Eraser</li> <li>• Projector with screen</li> <li>• Flip chart with markers</li> <li>• Faculty’s PC/Laptop with latest configuration and internet connection</li> <li>• Supporting software / applications for projecting audio, video, recording,</li> <li>• Presentation Tools to support learning activities: <ul style="list-style-type: none"> <li>○ Intranet</li> <li>○ Email</li> <li>○ IMs</li> <li>○ Learning management system e.g. Moodle, Blackboard to enable blended learning</li> </ul> </li> <li>• Microphone / voice system for lecture and class activities</li> <li>• Handy Camera</li> <li>• Stationery kit – Staples, Glue, Chart Paper, Sketch Pens, Paint Box, Scale, A4 Sheets</li> <li>• 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.</li> <li>• Assessment and Test Tools for day to day online Tests and Assessments</li> <li>• For team discussions: Adequate seating arrangement in full / half circle format for one or more teams as per planned team composition.</li> <li>• Reading Resources: Access to relevant sample documents and learning forums to enable self-study before and after each training session.</li> </ul>		

Grand Total Course Duration: **400 Hours 0 Minutes**

(This syllabus/ curriculum has been approved **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 Prepare a detailed session plan for training delivery with focus on sequence and duration of training
3. Run a diagnostic 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 Voice” mapped to Qualification Pack: “SSC/Q2210”**

Sr. No.	Area	Details
1	<b>Job Description</b>	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack SSC/Q2210.
2	<b>Personal Attributes</b>	<p>Aptitude to conduct 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 the mentioned field.</p> <p>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.</p>
3	<b>Minimum Educational Qualifications</b>	10th
4a	<b>Domain Certification</b>	<p>80% marks in QP /NOS concerned (i.e. aggregate- 80% &amp; per NOS - 70%) in SSC/Q2210.</p> <p>Additional certification in customer orientation, dealing with difficult customers, Telephone etiquettes etc.</p>
4b	<b>Platform Certification</b>	<p>Recommended that the Trainer is certified for the Job Role: “Trainer” mapped to the Qualification Pack: “MEP/Q0102”.</p> <p>80% marks achieved in TVET/ pedagogy assessments (i.e. aggregate- 80% &amp; per NOS - 70%)</p>
5	<b>Experience</b>	2 years of work/training experience with respect to QPs / Occupation



## Annexure: Assessment Criteria

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

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 <a href="http://www.sscnasscom.com">www.sscnasscom.com</a> .

Assessable Outcomes	Assessment criteria for the outcome	Total Mark	Out of	Marks Allocation	
				Theory	Skills Practical
<b>1.SSC/N3020 (Make outbound calls to customers)</b>	PC1.establish contact with customers, following your organization's procedures	<b>120</b>	10	0	10
	PC2.introduce yourself and the purpose of your call, following 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 following standard scripts		10	0	10
	PC6.adapt your approach and style to customer preferences, within the limits of your competence and authority		10	0	10
	PC7.refer issues outside your area of competence and authority to appropriate people, following your organization's procedures		5	0	5
	PC8.identify and act on opportunities to up-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 customers, following your organization's procedures		5	0	5
	PC11.complete your organization's post-sales procedures in order to complete/ full fill sales		35	15	20
	PC12. comply with relevant standards, policies, procedures and guidelines when making outbound telesales calls		7.5	0	7.5
	<b>Total</b>	<b>120</b>	<b>17.5</b>	<b>102.5</b>	
<b>2.SSC/N9001 (Manage your work to meet requirements)</b>	PC1. establish and agree your work requirements with appropriate people	<b>40</b>	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
	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
	<b>Total</b>	<b>40</b>	<b>12.5</b>	<b>27.5</b>	

<b>3.SSC/N9003</b> <b>(Maintain a healthy, safe and secure working environment)</b>	PC1. comply with your organization’s current health, safety and security policies and procedures	<b>40</b>	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
	<b>Total</b>		<b>40</b>	<b>10</b>	<b>30</b>