

Model Curriculum

CRM Domestic Non-Voice

SECTOR: IT-ITeS
SUB-SECTOR: BUSINESS PROCESS MANAGEMENT
OCCUPATION: CUSTOMER RELATIONSHIP MANAGEMENT
REFERECE ID: SSC/Q2211, V1.0
NSQF LEVEL: 4



Certificate

COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the
IT-ITeS Sector Skills Council NASSCOM

for
MODEL CURRICULUM

Complying to the National occupation standards of

Job Role / Qualification Pack: 'CRM Domestic Non-Voice' QP No.
'SSC/Q2211, NSQF Level 4'

Date of Issuance: March 31, 2018

Valid Upto *: March 31, 2019

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



Authorised Signatory

(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.	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 3 of 3 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) 60:00</p> <p>Practical Duration (hh:mm) 192:00</p> <p>Corresponding NOS Code SSC/N3021</p>	<ul style="list-style-type: none"> Greet customers and verify their details, following organization’s procedures. Read carefully, summarize, and obtain customer confirmation of, your understanding of queries. Express concern for any difficulties caused and commit 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. 	<ul style="list-style-type: none"> Telephone, voice recorder, IVR and software / document formats for recording call / interactions. 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. Comfortable seats with adequate lighting, controlled temperature and acoustics for training and learning.
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>	<ul style="list-style-type: none"> Establish and agree to 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. 	<ul style="list-style-type: none"> Comfortable seats with adequate lighting, controlled temperature and acoustics. Reading Resources: Access to relevant sample documents and learning forums to enable self-study before and after each training session. White Board, Markers and Eraser.
3	<p>Maintain a healthy, safe and secure working environment</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration</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 safely, competently and within the limits of authority. Report any hazards that one is not competent to deal with to the relevant person in line with organizational procedures and warn other 	<ul style="list-style-type: none"> Whiteboard and Markers. LCD Projector and Laptop for presentations. The training organization’s current health, safety and security policies and procedures. A sample health and safety policy document.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	(hh:mm) 38:00 Corresponding NOS Code SSC/N9003	people who may be affected. <ul style="list-style-type: none"> 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. 	
Total Duration: Theory Duration 100:00 Practical Duration 300:00		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. NOS SSC/N3021 requirements: <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 Common requirements <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: <ul style="list-style-type: none"> 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 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. Reading Resources: Access to relevant sample documents and learning forums to enable self-study before and after each training session. 	

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

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

Trainer Prerequisites for Job role: “CRM Domestic Non-Voice” mapped to Qualification Pack: “SSC/Q2211, Version 1.0”

Sr. No.	Area	Details
1	Job Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “ <u>SSC/Q2211, Version 1.0</u> ”.
2	Personal Attributes	<p>Aptitude for conducting training, and pre/ post work to ensure competent, employable candidates at the end of the training.</p> <p>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.</p>
3	Minimum Educational Qualifications	Minimum 10 th Standard; Preferred Master’s degree in any discipline
4a	Domain Certification	<p>Certified for Job Role “CRM Domestic Non-Voice “mapped to QP “<u>SSC/Q2211, Version 1.0</u>”. Minimum accepted score is 80% as per SSC guidelines.</p> <p>2 years of work/training experience with respect to QP/Occupation. Additional certification in customer orientation, dealing with difficult customers, written communication etc. will be an added advantage.</p>
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “ <u>MEP/Q0102</u> ”. Minimum accepted score for the trainer is 80% as per SSC guidelines.
5	Experience	<p>Field experience: Minimum 2 years’ experience in the same domain</p> <p>Training experience: 1 year preferred</p>

Assessment Criteria

Assessment Criteria	
Job Role	CRM Domestic Non-Voice
Qualification Pack	SSC/Q2211, V1.0
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 .

Assessment Outcome	Assessment Criteria for Outcomes	Total Marks	Out Of	Marks Allocation	
				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

		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	3
	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
			Total	40	12
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
			Total	40	10