

Model Curriculum

CRM Domestic Voice

SECTOR: IT-ITES

SUB-SECTOR: BUSINESS PROCESS MANAGEMENT

OCCUPATION: CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

REFERENCE ID: SSC/Q2210, 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 Occupational Standards of
Job Role / Qualification Pack: 'CRM Domestic Voice' QP No. SSC/Q2210 '
NSQF Level '4'

Date of Issuance: March 31st 2018

Valid Upto *: March 31st 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 Voice

CURRICULUM / SYLLABUS

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

Program Name	CRM Domestic Voice		
Qualification Pack Name & Reference ID.	SSC/Q2210 Version 1.0		
Version No.	1.0	Version Update Date	31/03/2018
Pre-requisites to Training	10 th		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Make outbound calls to customers. • Manage your work to meet requirements. • Maintain a healthy, safe and secure working environment. 		

This course encompasses all 3 out of 3 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 (hh:mm) 60:00</p> <p>Practical Duration (hh:mm) 192:00</p> <p>Corresponding NOS Code SSC/N3020</p>	<ul style="list-style-type: none"> Establish contact with customers, following organization’s procedures. Introduce yourself, the purpose of the call and , following standard scripts. Obtain information from customers to identify their needs. Make convincing sales pitches to customers following standard scripts. Handle customer queries, objections and rebuttals following standard scripts. Adapt your approach and style to customer preferences, within the limits of your competence and authority. Refer issues outside your area of competence and authority to appropriate people, following your organization’s procedures. Identify and act on opportunities to up-sell or cross-sell other products/ services to customers. Confirm customer wishes and needs in order to close sales. Obtain required financial information from customers, following your organization’s procedures. Complete your organization’s post-sales procedures in order to complete/ full fill sales. Comply with relevant standards, policies, procedures and guidelines when making outbound telesales calls. 	<ul style="list-style-type: none"> Computer Lab with 1:1 PC : trainee ratio and having internet connection, CRM tools, MS Office / Open office, Browser, Outlook / Any other Email Client tools. Assessment and Test Tools for online Tests and Assessments Projector with screen Flip chart with markers Faculty’s PC/ Laptop with latest configuration and internet connection Supporting software / applications
2	<p>Manage your 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 your work requirements with appropriate people. Keep your immediate work area clean & tidy. Use resources correctly & efficiently. Treat confidential information correctly. Work in line with your organization’s policies & procedures. Work within the limits of your job role. Obtain guidance from appropriate people, where necessary. Ensure your work meets the agreed requirements. 	<ul style="list-style-type: none"> CRM tools, Whiteboard and Markers LCD Projector and Laptop for presentations Training organization’s confidentiality policy

3	<p>Managing Health and Safety</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 38:00</p> <p>Corresponding NOS Code SSC/N9003</p>	<ul style="list-style-type: none"> • Comply/adhere with your organization's current health, safety and security policies and procedures. • Report any identified breaches in health, safety & security policies and procedures to the designated person. • Identify and correct any hazards that you can deal with safely, competently and within the limits of your authority. • 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. • Follow your 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. 	<ul style="list-style-type: none"> • Whiteboard and Markers • Projector and Laptop for presentations • Organization's current health, safety and security policies and procedures • A sample health and safety policy document • Emergency broadcast system and mock emergency signage in the appropriate areas of the training institute.
	<p>Total Duration</p> <p>Theory Duration 100:00</p> <p>Practical Duration 300:00</p>	<p>Unique Equipment Required:</p> <ul style="list-style-type: none"> • Sample CRM tool for demonstration. Telephone, voice recorder, IVR and software / document formats for recording call / interactions. • Comfortable seats with adequate lighting, controlled temperature and acoustics for training and learning. • White Board, Markers and Eraser, Flip Chart. • Projector with screen. • 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. • 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 IT-ITeS Sector Skills Council NASSCOM.)

Trainer Prerequisite for Job role: “CRM Domestic Voice” mapped to Qualification Pack: “SSC/Q2210 v1.0”

Sr. No.	Area	Details
1	Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “ <u>SSC/Q2210 Version 1.0</u> ”
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-organized and focused, eager to learn and keep oneself updated with the latest in this field
3	Minimum Educational Qualifications	10 th
4a	Domain Certification	Certified for Job Role “ <u>CRM Domestic Voice</u> ” mapped to QP “ <u>SSC/Q2210 Version 1.0</u> ”. Minimum accepted score is 80% as per SSC guidelines. 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.
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	Field experience: Minimum 2 years’ experience in the same domain Training experience: 1 year preferred

Assessment Criteria

Job Role	CRM Domestic Voice
Qualification Pack	SSC/Q2210 v1.0
Sector Skill Council	IT-ITeS Sector Skills Council

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 authorized 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 Allocated	
Assessment Outcomes	Assessment Criteria for Outcomes	Total Marks	Out of	Theory	Skills Practical
1.SSC/N3020 (Make outbound calls to customers)	PC1.establish contact with customers, following your organization's procedures	120	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
	Total	120	17.5	102.5	

2.SSC/N9001 (Manage your work to meet requirements)	PC1. establish and agree their 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 organization's policies and procedures		2.5	0	2.5
	PC7. work within the limits of job role		2.5	0	2.5
	PC8. obtain guidance from appropriate people, where necessary		2.5	0	2.5
	PC9. ensure work meets the agreed requirements		2.5	0	2.5
	Total	40	12.5	27.5	
3.SSC/N9003 (Maintain a healthy, safe and secure working environment)	PC1. Comply with 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	30	