

# QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR TELECOM INDUSTRY

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## 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 (Call Center)

**SECTOR:** TELECOM

**SUB-SECTOR:**Service Provider

**OCCUPATION:** Customer Service

**REFERENCE ID:** TEL/Q0100

**Customer Care Executive** in the Telecom industry is also known as Customer Service Representative/ Customer Service Associate / Customer Service Advisor / Customer Relationship Officers / Call Centre Executive

**Brief Job Description:** Individuals at this job provide customer service support to an organization by interacting with their customers over the phone. They also handle, follow and resolve customer’s queries, requests and complaints in a timely manner.

**Personal Attributes:** This job requires the individual to have good communication skills with a clear diction, ability to construct simple and sensible sentences; ability to comprehend simple English sentences; good problem solving skills and ability to approach problems logically; strong customer service focus; ability to work under pressure and active listening skills. The individual should also be willing and comfortable to work in shifts.

Job Details	Qualifications Pack Code	TEL/Q0100		
	Job Role	Customer Care Executive (Call Center)		
	Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	1.0
	Sector	Telecom	Drafted on	31/01/2013
	Sub-sector	Service Provider	Last reviewed on	14/05/2013
	Occupation	Customer Service	Next review date	31/05/2015

Job Role	Customer Care Executive(Call Center)
Role Description	Provide customer service support by interacting with customers over the phone
NVEQF/NVQF level	4
Minimum Educational Qualifications	10+2 or equivalent
Maximum Educational Qualifications	Graduate in any stream
Training (Suggested but not mandatory)	Computer fundamentals training course Basic soft skill orientation
Experience	0-1 year of work experience
Applicable National Occupational Standards (NOS)	(Click to open the below hyperlinks) <b>Compulsory:</b> <ol style="list-style-type: none"> <li>1. TEL/N0100 (<a href="#">Attend/Make customer calls</a> )</li> <li>2. TEL/N0101 ( <a href="#">Resolving customer query, request, complaint</a>)</li> <li>3. TEL/N0102 ( <a href="#">Develop customer relationship</a>)</li> <li>4. TEL/N0103 ( <a href="#">Report and review</a>)</li> </ol> <b>Optional:</b> <ol style="list-style-type: none"> <li>5. TEL/N0104 (<a href="#">Proactive selling</a>)</li> </ol>
Performance Criteria	As described in the relevant OS units

**Definitions**

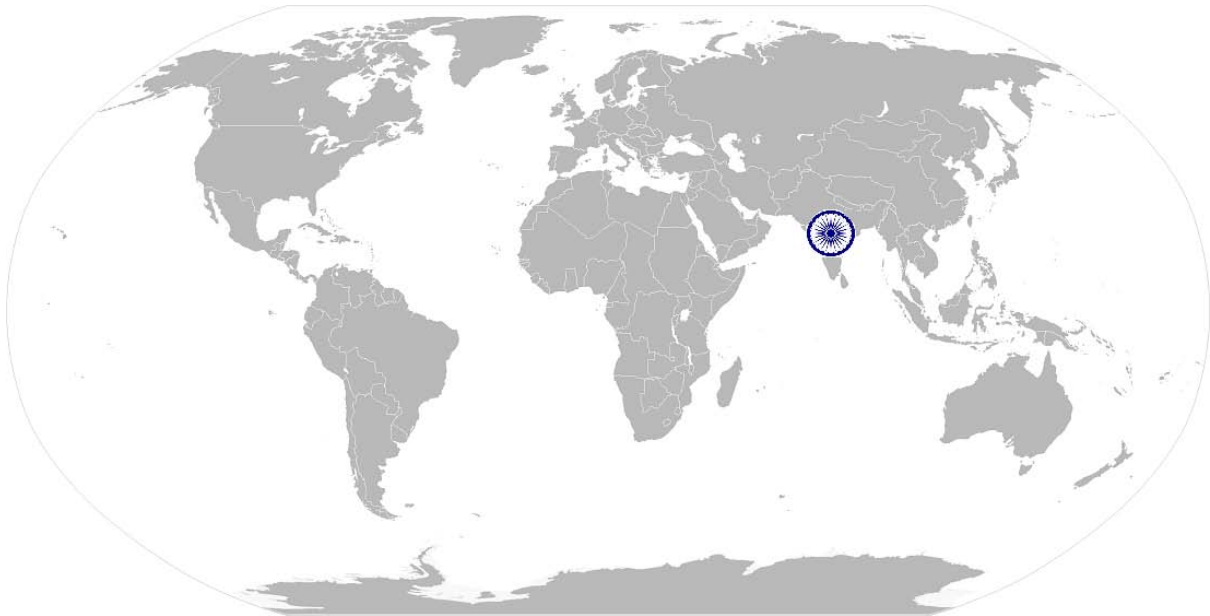
Keywords /Terms	Description
ACHT (Average call handling time)	The average recommended time to wrap up/close an interaction with a customer
AHT (Average hold time)	The average recommended time a customer may be kept on hold during a phonetic interaction
Broadband	The term broadband refers to the wide 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
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, business and external customers are users
Customer care executive	Customer care executive is a person who interacts with customers to provide answers to queries, requests and complaints involving a company's products or service
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 and expertise
NOS (National Occupational Standards)	NOS are Occupational Standards which apply uniquely in the Indian context
Nodal Desk	Nodal desk is the grievance redressal desk for handling process related and legal escalations of customers
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
Service Provider	Is a sub sector to Telecom and consists of companies/organizations who provide service related to communications to the public
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	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

Keywords /Terms	Description
ACHT	Average call handling time
AHT	Average handling time
GSM	Global system for mobile communications
POA	Proof of address
POI	Proof of identity
Q R C	Query Request Complaints
SLA	Service level agreement
TAT	Turn around time
w.r.t.	With respect to

# National Occupational Standard



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## Overview

This unit is about attending/making voice calls to the customers via phone by a Customer Care Executive.

<b>Unit Code</b>	<b>TEL/N0100</b>
<b>Unit Title (Task)</b>	<b>Attend/Make customer calls</b>
<b>Description</b>	This OS unit is about providing service assistance to customers via phone
<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> <li>• customers</li> <li>• employees</li> <li>• customer care executive</li> </ul> <p>Attending voice calls of customers:</p> <ul style="list-style-type: none"> <li>• inbound</li> </ul> <p>Making voice calls to customers:</p> <ul style="list-style-type: none"> <li>• outbound</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope:</b>	
<b>Element</b>	<b>Performance Criteria</b>
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. attain minimum call login time/dials/customer contacts and attendance for the number of days specified</p> <p>PC2. balance total number of minutes spent talking to the customer, within specified limits</p> <p>PC3. restrict total number of minutes customer is put on hold, within given time limits</p> <p>PC4. attain total number of minutes spent wrapping up calls/notations/tagging within given time limits</p> <p>PC5. achieve minimum typing speed and accuracy as specified for the job role</p>
<b>Knowledge and Understanding</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. role and importance of the helpdesk in supporting business operations</p> <p>KA2. the concept of ACHT and AHT, its significance in the overall profitability of the business and how the job relates to the ACHT and AHT</p> <p>KA3. significance of the intranet tools and telephony application available, in order to attend a customer's call</p> <p>KA4. importance of attendance in time at office /minimum call login hours/typical response time/service time of processes, products and services</p> <p>KA5. the importance of clear and honest communication so that the customer is</p>



TEL/N0100

**Attend/Make customer calls**

	<p>clear about what is being committed</p> <p>KA6. the importance of respect for self, respect for others and the environment</p> <p>KA7. difference between 'desirable' and 'undesirable' communication</p> <p>KA8. company procedures set for execution of the job role/handling company property/maintaining confidentiality of the customer data</p> <p>KA9. violation of the code of ethics and corrective measures thereof</p> <p>KA10. out bound calls to customers must not be initiated during unreasonable hours i.e. before 8:00am or after 9:00pm (local time at called party's location)</p> <p>KA11. the workplace ergonomics for performing the daily tasks</p> <p>KA12. need for adequate rest breaks or pauses during working hours</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. basic working of a computer</p> <p>KB2. how to receive and make calls, including answering the call within specified number of rings, call forward, call hold and call transfer</p> <p>KB3. the basic functionalities of the relevant applications used to search customer details in the database, within the specified time limits</p> <p>KB4. all relevant applications, to be able to swap quickly amongst applications for quick call wrap up</p>
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Reading Skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. read and comprehend about organization's new products and services through intranet portal</p> <p>SA2. keep abreast with the latest information on products and services, by reading brochures, pamphlets and daily briefing sheets, to reduce the ACHT</p>
	<b>Writing Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. record complete and correct customer discussions in the call logs in CRM, within the ACHT</p> <p>SA4. formulate sentences without any grammatical errors</p> <p>SA5. record precise and clear information for analysis by other departments</p>



TEL/N0100

**Attend/Make customer calls**

	<b>Comprehension Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. mention remarks in CRM on customer Q R C within the ACHT</p> <p>SA7. identify with the problem narrated by the customer, interpret and communicate the same for apt resolution, within the ACHT</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA8. fluently speak and understand English and the regional language</p> <p>SA9. gauge the customer's communication style and respond appropriately</p> <p>SA10. probe customers using appropriate open and close ended questions to understand the nature of problem, without any pre-conclusions</p> <p>SA11. give clear instructions to customers</p> <p>SA12. avoid using jargons, slang, technical terms and acronyms when communicating with customers</p>
<b>B. Professional Skills</b>	<b>Decision Making</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make decisions to categorize customer's interaction</p>
	<b>Customer Centricity</b>
	<p>The user/individual on the job needs to know and understand:</p> <p>SB2. how to manage relationship with irate customers</p> <p>SB3. how to display courtesy and professionalism while interacting with the customers</p> <p>SB4. how to be patient and attentively listen to the customer</p> <p>SB5. how to build rapport with the customer to secure pleasant and positive experience</p>
	<b>Problem Solving</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. identify immediate and/or temporary solutions to be given to the customers</p> <p>SB7. comprehend the problem, identify the solution(s) and suggest the best possible solution to the customer</p> <p>SB8. educate customersto resolve their technical issues</p>

TEL/N0100

**Attend/Make customer calls**

	<b>Objection Handling</b>
	The user/individual on the job needs to know and understand how to:
	<p>SB9. cope with criticism of customers and constructively mould the same into a positive impression about the organization</p> <p>SB10. empathize with customer’s problems, criticism and suggestions</p> <p>SB11. address customer’s problems before following your given script</p> <p>SB12. address customer’s complete concerns before ending the call</p>
	<b>Selling Skills</b>
	The user/individual on the job needs to know and understand how to:
	<p>SB13. maintain self-confidence while conversing with the customers</p> <p>SB14. effectively influence customers for choosing the right product</p> <p>SB15. create awareness about product/process/VAS/Data in the customers</p> <p>SB16. assess customer’s needs and expectations and address them accordingly</p>



























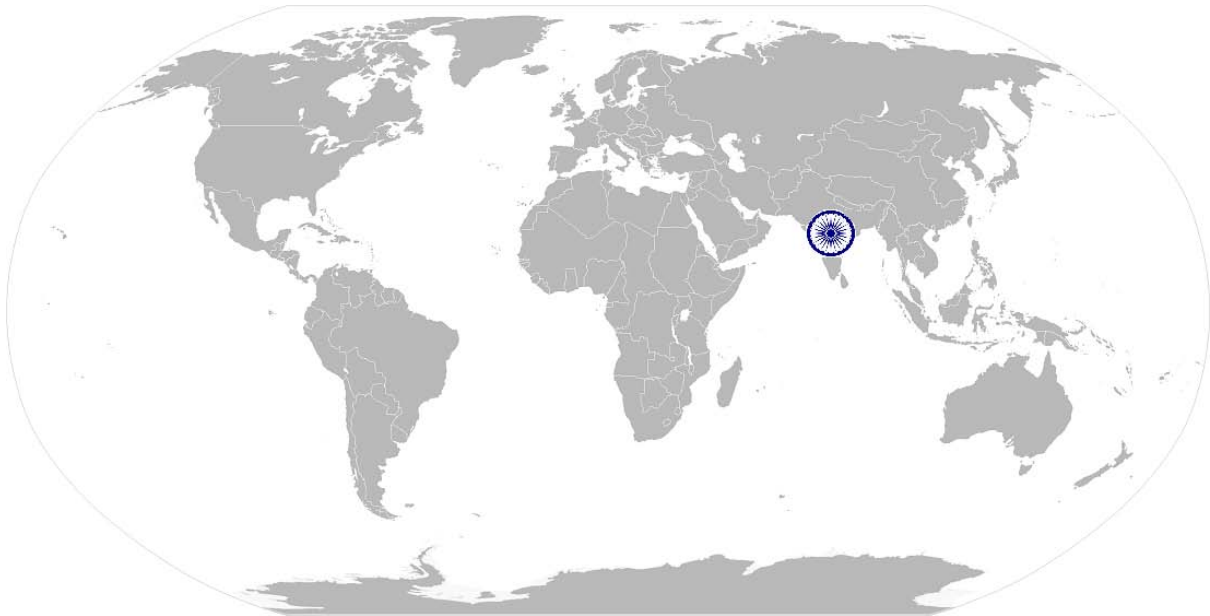






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# National Occupational Standard



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## Overview

This unit is about monitoring and managing self performance through report and review process.



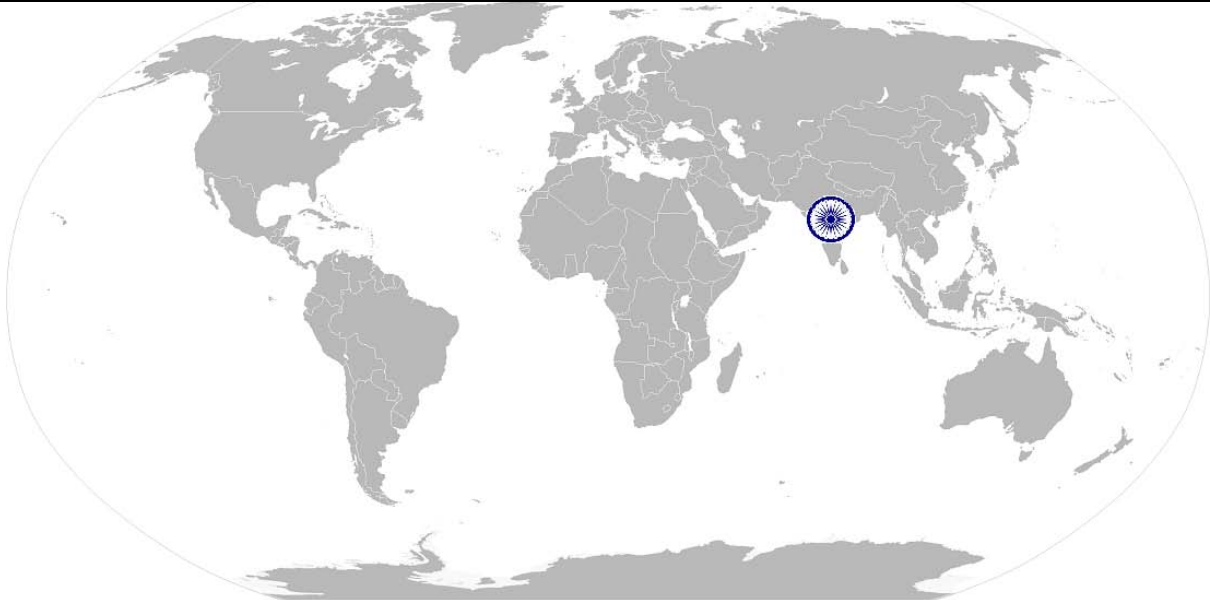


TEL/N0103

Report and review

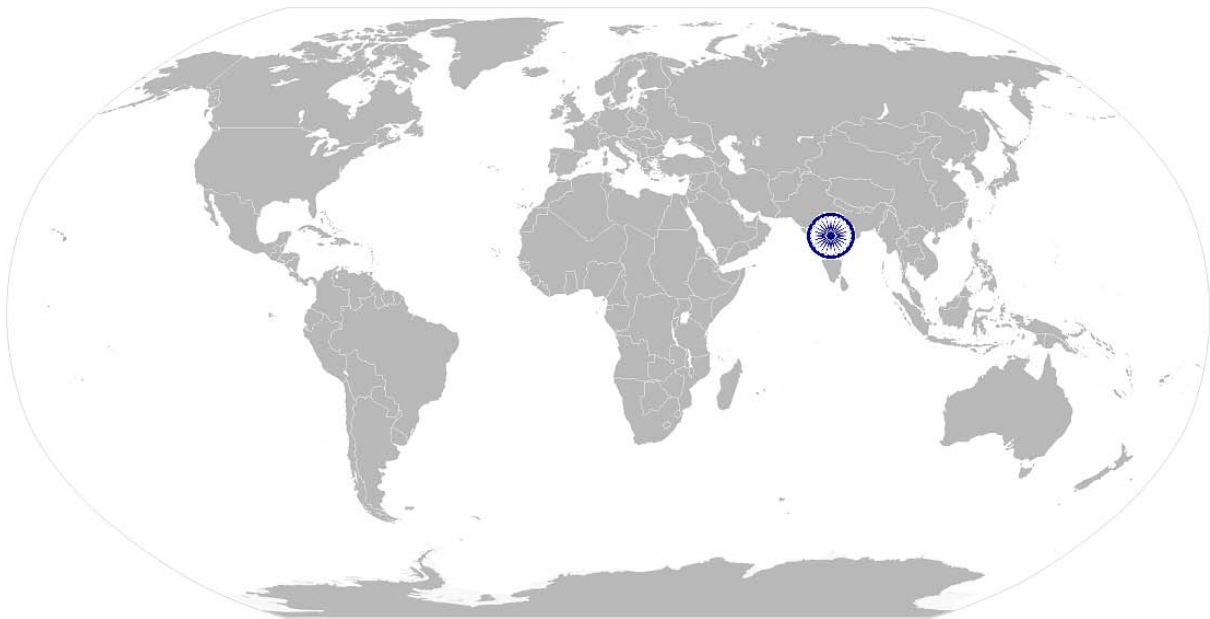
**NOS Version Control:**

<b>NOS Code</b>	TEL/N0103		
<b>Credits(NVEQF/NVQF/NSQF)[OPTIONAL]</b>		<b>Version number</b>	1.0
<b>Industry</b>	Telecom	<b>Drafted on</b>	31/01/2013
<b>Industry Sub-sector</b>	Service Provider	<b>Last reviewed on</b>	14/05/2013
		<b>Next review date</b>	31/05/2015



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# National Occupational Standard



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## Overview

**This unit is about techniques of finding opportunity for proactive selling of the telecom products and services to customers calling at the call centre.**

TEL/N0104

### Proactive selling

National Occupational Standard	<b>Unit Code</b>	TEL/N0104
	<b>Unit Title (Task)</b>	Proactive selling
	<b>Description</b>	This OS unit is about finding opportunities to pitch telecom products and services on call
	<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> <li>customer care executives</li> <li>customers</li> </ul> <p>Identification of opportunity for:</p> <ul style="list-style-type: none"> <li>selling</li> <li>up-selling</li> <li>cross-selling</li> </ul> <p>Sell/up-sell/cross-sell:</p> <ul style="list-style-type: none"> <li>products</li> <li>services</li> </ul>
	<b>Performance Criteria(PC) w.r.t. the Scope:</b>	
	<b>Element</b>	<b>Performance Criteria</b>
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. probe customers to understand their buying behaviour and needs</p> <p>PC2. navigate through customer's account history to identify the usage pattern</p> <p>PC3. identify opportunity to pitch relevant products/services</p> <p>PC4. offer customized solution from the range of products/services available with the organization</p>	
<b>Knowledge and Understanding</b>		
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. importance of the role in representing the organization</p> <p>KA2. complete range of products/services in order to pitch them to the customers</p> <p>KA3. strengths and limitations of your own product/service vis-à-vis competition</p>	

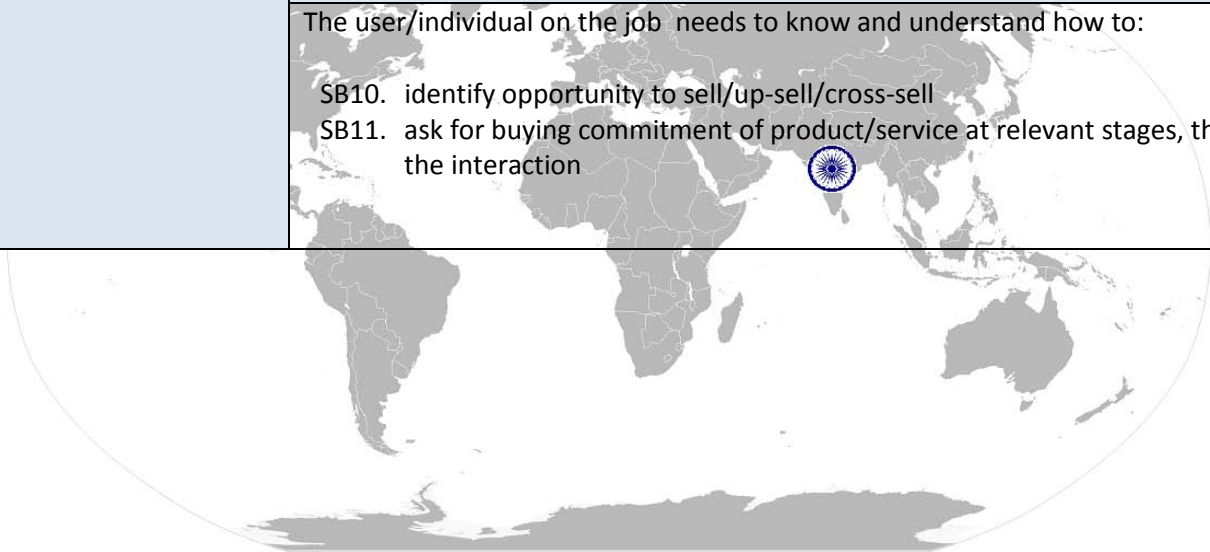


TEL/N0104

**Proactive selling**

<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. basic working of a computer and MS Excel</p> <p>KB2. whereabouts of latest products and services</p> <p>KB3. navigation of intra net tools and CRM to gather information about customer's account</p>
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Reading Skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. read about new products and services with reference to the organization through the intra net portal</p> <p>SA2. keep abreast with the latest knowledge by reading brochures, pamphlets and daily briefing sheets</p>
	<b>Writing Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. record complete and correct customer discussions in CRM/MS Excel</p>
	<b>Comprehension Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. identify the situation and read / understand mindset of customer, before pitching a product/service</p> <p>SA5. comprehend remarks mentioned in CRM</p> <p>SA6. identify problem narrated by the customer and provide apt resolution</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
<p>The user/individual on the job needs to know and understand how to:</p> <p>SA7. fluently speak and understand English and/or the regional language</p> <p>SA8. respond to customer's Q R C with a relevant answer</p> <p>SA9. gauge customer's communication style and respond appropriately</p> <p>SA10. probe customers appropriately to understand nature of problem</p> <p>SA11. give clear instructions and share information with customers</p> <p>SA1. avoid using jargons, slang, technical terms and acronyms when communicating with customers</p>	

<b>B. Professional Skills</b>	<b>Interpersonal</b>
	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
	<b>Customer Centricity</b>
	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
	<b>Selling Skills</b>
	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

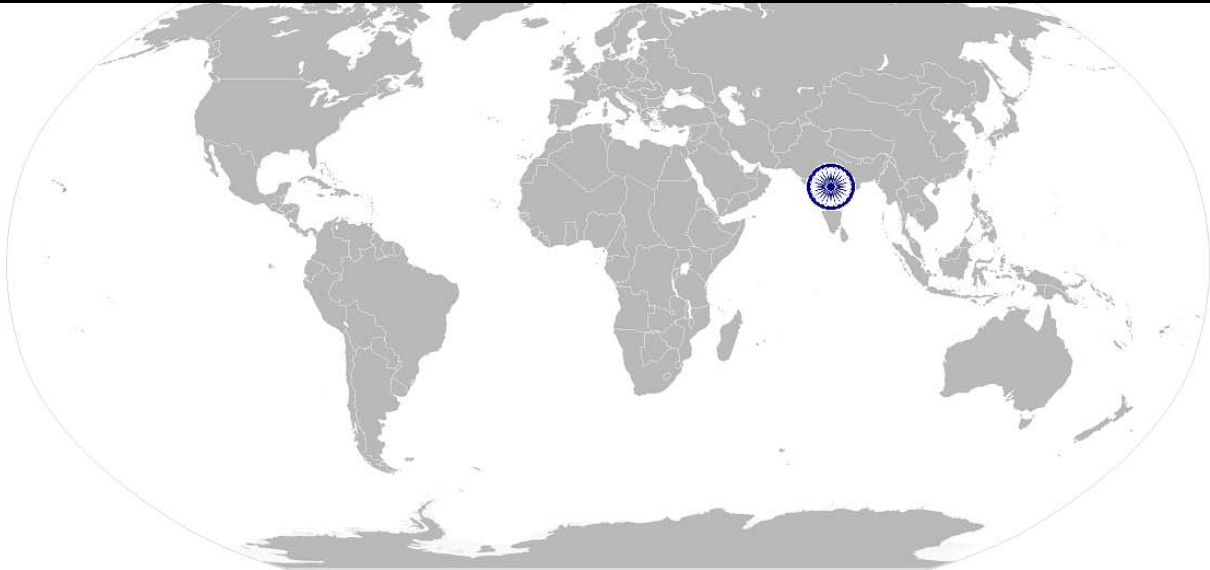


TEL/N0104

**Proactive selling**

**NOS Version Control:**

<b>NOS Code</b>	TEL/N0104		
<b>Credits(NVEQF/NVQF/NSQF) [OPTIONAL]</b>		<b>Version number</b>	1.0
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<b>Industry Sub-sector</b>	Service Provider	<b>Last reviewed on</b>	16/05/2013
		<b>Next review date</b>	31/05/2015



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