**Broadcast Engineering Consultants India Limited (BECIL)**

**BIHAR SKILL DEVELOPMENT MISSION – 2020-21**

**2021-22**

**2022-23**

**55 - DAYS PROGRAM**

It’s Objective, learning outcomes, Modules, assessments and material list

**CERTIFICATE PROGRAM IN CRM DOMESTIC NON VOICE**

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| Submitted to **:-** **Bihar Skill Development Mission,Labour Resources Department, GoB**  | Submitted By **:- Broadcast Engineering Consultants India Limited (BECIL)** |
| Session – 2020-21 2021-22 2022-23  |

 Course name: **Certificate Course in CRM Domestic Non Voice**

* Course Id- SSC/Q2211
* Candidate Eligibility : **10TH Standard Pass**
* Course Duration: 55 days

**CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE**

**Name and address of submitting body:**

**Broadcast Engineering Consultants India Limited (BECIL)**

**Name and contact details of individual dealing with the submission**

**Name :** Mr. Deepak Sharma

**Position** **in** **the** **organization** : Head Government Business

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**List of documents submitted in support of the Qualifications File**

1. Curriculum Document

**SUMMARY**

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| **Qualification Title**  | **Certificate in CRM Domestic Non Voice** |
| **Qualification Code**  | **SSC/Q2211** |
| **Nature and purpose of the qualification**  | **Nature****55 days Certificate Course in CRM Domestic Non Voice** **Purpose****Individuals at this job are responsible for resolving queries and customer cases over web-chat or email.** |
| **Body/bodies which will award the qualification** | **Broadcast Engineering Consultants India Limited (BECIL)** |
| **Occupation(s) to which the qualification gives access** | **Customer Relationship Management** |
| **Entry requirements and / or recommendations** | **10th Standard Pass**  |

1. **OBJECTIVE OF THE COURSE: -**

Individuals at this job are responsible for resolving queries and customer cases over web-chat or email.

1. **TRAINING OUTCOMES :-**

After completing this programme, participants will be able to: 

* Deal remotely with customer queries in the domestic market 
* Manage their work to meet requirements 
* Maintain a healthy, safe and secure working environment
1. **MODULE- 55 DAYS (CERTIFICATE PROGRAM IN CRM Domestic Non Voice)**

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| **DURATION :- 55 DAYS****CERTIFICATE PROGRAM IN CRM DOMESTIC NON VOICE** |
| **MODULE CODE & NAMES**  |  |
| **1** | **Code :- SSC/N3021****Module :-** Deal remotely with customer queries (Domestic) |
| **OBJECTIVE OF THE MODULES**  | This unit is about dealing with queries received from customers by e-mail or chat. |
| **SCOPE** | This unit/task covers the following:**Customers:*** internal
* external

**Queries received by:*** e-mail
* chat

**Appropriate people:*** supervisor
* other members of your team
* subject matter experts
 |
| **Performance Criteria (PC) w.r.t. the Scope** | To be competent, you must be able to:PC1. greet customers and verify their details, following your organization’s proceduresPC2. read carefully, summarize, and obtain customer confirmation of, your understanding of queriesPC3. express your concern for any difficulties caused and your commitment to resolving queriesPC4. record and categorize queries accurately using your organization’s query management toolPC5. refer queries outside your area of competence or authority promptly to appropriate peoplePC6. access your organization’s knowledge base for solutions to queries, where availablePC7. resolve queries within your area of competence or authority in line with organizational guidelines and service level agreements (SLAs)PC8. obtain advice and guidance from appropriate people, where necessaryPC9. obtain confirmation from customers that queries have been resolved to their satisfactionPC10. record the resolution of queries accurately using your organization’s query management toolPC11. comply with relevant standards, policies, procedures and guidelines when dealing remotely with customer queries |
| **2** | **Code :- SSC/N9001****Module :-** Manage your work to meet requirements |
| **OBJECTIVE OF THE MODULES**  | This unit is about planning and organizing your work in order to complete it to the required standards on time. |
| **SCOPE** | This unit/task covers the following:**Work requirements:*** activities (what you are required to do)
* deliverable (the outputs of your work)
* quantity (the volume of work you are expected to complete)
* standards (what is acceptable performance, including compliance with Service Level Agreements)
* timing (when your work needs to be completed)

**Appropriate people:*** line manager
* the person requesting the work
* members of the team/department
* members from other teams/departments

**Resources:*** equipment
* materials
* information
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| **Performance Criteria (PC) w.r.t. the Scope** | To be competent on the job, you must be able to:PC1. establish and agree your work requirements with appropriate peoplePC2. keep your immediate work area clean and tidyPC3. utilize your time effectivelyPC4. use resources correctly and efficientlyPC5. treat confidential information correctlyPC6. work in line with your organization’s policies and proceduresPC7. work within the limits of your job rolePC8. obtain guidance from appropriate people, where necessaryPC9. ensure your work meets the agreed requirements |
| **3** | **Code :- SSC/N9003****Module :-** Maintain a healthy, safe and secure working environment |
| **OBJECTIVE OF THE MODULES**  | This unit is about monitoring the working environment and making sure it meets requirements for health, safety and security. |
| **SCOPE** | This unit/task covers the following:Emergency procedures:* illness
* accidents
* fires
* other reasons to evacuate the premises
* breaches of security

Resources(needed to achieve the unit objectives):* information
* government agencies in the areas of safety, health and security and their norms and services
 |
| **Performance Criteria (PC) w.r.t. the Scope** | To be competent, you must be able to:PC1. comply with your organization’s current health, safety and security policies and proceduresPC2. report any identified breaches in health, safety, and security policies and procedures to the designated personPC3. identify and correct any hazards that you can deal with safely, competently and within the limits of your authorityPC4. report any hazards that you are not allowed to deal with to the relevant person in line with organizational procedures and warn other people who may be affectedPC5. follow your organization’s emergency procedures promptly, calmly, and efficientlyPC6. identify and recommend opportunities for improving health, safety, and security to the designated personPC7. complete any health and safety records legibly and accurately |

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| **Sr. No.** | **Module** | **Key Learning Outcomes** | **Equipment Required** |
| 1 | **Deal remotely with customer queries** **Theory Duration** (hh:mm) 40:00 **Practical Duration** (hh:mm) 210:00 **Corresponding NOS Code** SSC/N3021 | The learners should be able to:* 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
 | • 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 |
| 2  | **Manage your work to meet Requirements****Theory Duration** (hh:mm) 30:00 **Practical Duration** (hh:mm) 70:00 **Corresponding NOS Code** SSC / N9001  | * Comprehend your work requirements, output, target with appropriate people as per organization policy.
* Use your time and resources judiciously.
* Keep the workplace clean and operate in a tidy environment.
* Treat confidential information correctly.
 | * Whiteboard and Markers
* LCD Projector and Laptop for presentations
* Training organization’s confidentiality policy
 |
| 3  | **Maintain a healthy, safe and secure working environment****Theory Duration** (hh:mm) 12:00 **Practical Duration** (hh:mm) 38:00 **Corresponding NOS Code** SSC / N9003 | The learner should be able to:  * 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 people who may be affected
* Follow 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
 | * 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,
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|  | ****Entrepreneurship & Soft skills********Duration:**** (hh:mm) **40:00** | The learner should be able to: * To know the process of communication and its components
* To improve the language skills: speaking skill, writing skill, reading skill as well as listening skill.
* Construct basic and intermediate skills in English language.
* To enhance phonetic competence, presentation skills, comprehension skills, group discussion skills etc.
* To create new path of literature sensibility and learn life skill through it.
* To build confidence in for communicating in English and create interest for life-long learning of English language.
* The students shall learn the ability to understand the proper idea how to communicate at the industry level.
* The students shall learn how to approach with the business tycoons at organizational level.
* The students shall learn how to crack the interview with their communicative approach.
* The students are able to give concrete result as far as communication skill is concerned.
 | * Computer based console with computer, UPS & necessary wiring, etc
* 36 to 40 Chairs
* LCD Screen
* Wireless Headphones
* AC of 1.50 Ton capacity
* Curtains which covers the window pane
* White board marker and eraser
 |
|  | **Total Duration 440:00****Theory Duration 82:00** **Practical Duration 318:00** ****Entrepreneurship & Soft skills********Duration:**** (hh:mm) **40:00** | COMMEN REQUIREMENTS:* 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 Fresh-desk CRM Domestic Non-Voice 3 Sr. No. Module Key Learning Outcomes Equipment Required
* 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.
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1. **ASSESSMENT / EXAMINATION**

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| **ASSESSMENT OUTCOMES**  | **Assessment Criteria For Outcome** | **Total marks**  |  | **Marks Allocation**  |
| **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 | 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 |
|   |  | **NOS** **Total**  | **40**  | **12** | **28** |
| **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** |