**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 VOICE**

|  |  |
| --- | --- |
| 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 Voice**

* Course Id- SSC/Q2210
* 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

**Tel number(s) :** 9999680018

**Website** : https://www.becil.com/

**E-mail address :** deepakbecil@gmail.com

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

1. Curriculum Document

**SUMMARY**

|  |  |
| --- | --- |
| **Qualification Title**  | **Certificate in CRM Domestic Voice** |
| **Qualification Code**  | **SSC/Q2210** |
| **Nature and purpose of the qualification**  | **Nature****55 days Certificate Course in CRM Domestic Voice** **Purpose****Individuals in this job receive and make telephone calls which are primarily scripted, basic and routine with the assistance of a computerized system. They answer inquiries, resolve problems, record complaints and/or receive feedback.** |
| **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 in this job receive and make telephone calls which are primarily scripted, basic and routine with the assistance of a computerized system. They answer inquiries, resolve problems, record complaints and/or receive feedback.

1. **Training Outcomes** :-

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

* Make out bond calls to customers 
* Manage their work to meet requirements 
* Maintain a healthy, safe and secure working environment
1. **MODULE- 55 DAYS (CERTIFICATE PROGRAM IN CRM DOMESTIC VOICE)**

|  |
| --- |
| **DURATION :- 55 DAYS****CERTIFICATE PROGRAM IN CRM DOMESTIC VOICE** |
| **MODULE CODE & NAMES**  |  |
| **1** | **Code :- SSC/N3020****Module :-** Make outbound calls to customers. |
| **OBJECTIVE OF THE MODULES**  | This unit is about making telephone calls to customers and prospective customers in order to sell products/services or with respect to an existing product or service used by them. |
| **SCOPE** | This unit/task covers the following:**Customers:*** existing customers
* prospective customers

**Appropriate people:*** supervisor
* other members of the sales team
* subject matter experts
 |
| **Performance Criteria (PC) w.r.t. the Scope** | To be competent, you must be able to:PC1. establish contact with customers, following your organization’s proceduresPC2. introduce yourself and the purpose of your call, following standard scriptsPC3. obtain information from customers to identify their needsPC4. make convincing sales pitches to customers following standard scriptsPC5. handle customer queries, objections and rebuttals following standard scriptsPC6. adapt your approach and style to customer preferences, within the limits of your competence and authorityPC7. refer issues outside your area of competence and authority to appropriate people, following your organization’s proceduresPC8. identify and act on opportunities to up-sell or cross-sell other products/ services to customersPC9. confirm customer wishes and needs in order to close salesPC10. obtain required financial information from customers, following your organization’s proceduresPC11. complete your organization’s post-sales procedures in order to complete/ fulfill salesPC12. comply with relevant standards, policies, procedures and guidelines when making outbound telesales calls |
| **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
 |
| **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 your 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
 |
| **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 competent 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 |
| **MODE OF DELIVERY** | Practical and theoretical  |



|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. No.** | **Module** | **Key Learning Outcomes** | **Equipment Required** |
| 1 | **Make outbound calls to customers** **Theory Duration** (hh:mm) 60:00 **Practical Duration** (hh:mm) 192:00 **Corresponding NOS Code** SSC/N3020 | The learner should be able to:* 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.
 | * 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  | **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) 10:00 **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,
 |
|  | ****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 :** (hh:mm) **440:00****Theory Duration** (hh:mm) **100:00** **Practical Duration** (hh:mm) 300**:00** **Entrepreneurship & Soft skills :**(hh:mm) **40:00** |  | **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.  * 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, chat tools 
* 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
 |

1. **ASSESSMENT / EXAMINATION**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ASSESSMENT OUTCOME**  | **Assessment criteria for the outcome** | **Total marks**  |  | **Marks Allocation**  |
| **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 | 10.5 |
| 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/ fulfill sales | 35  | 15 | 20 |
| PC12. comply with relevant standards, policies, procedures and guidelines when making outbound telesales calls  | 7.5  | 0 | 7.5 |
|   |   |  | **NOS** **Total**  | **120**  | **17** | **103** |
| **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** |