







Model Curriculum

QP Name: Customer Care Executive-Domestic- Voice

QP Code: SSC/Q2210

QP Version: 2.0

NSQF Level: 3

Model Curriculum Version: 1.0

IT-ITeS Sector Skills Council NASSCOM | Plot No – 7, 8, 9 & 10, Sector 126, Noida, UP. Pin code: 201303







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Training Parameters

Sector	IT-ITeS	
Sub-Sector	Business Process Management	
Occupation	Customer Relationship Management	
Country	India	
NSQF Level	3	
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5244.0101	
Minimum Educational Qualification and Experience	12th Class OR 10th Class + ITI OR 10th Class+2 years of relevant experience	
Pre-Requisite License or Training	NA	
Minimum Job Entry Age	18 Years	
Last Reviewed On	13-09-2021	
Next Review Date	13-09-2024	
NSQC Approval Date	30-12-2021	
QP Version	2.0	
Model Curriculum Creation Date	13-09-2021	
Model Curriculum Valid Up to Date	13-09-2024	
Model Curriculum Version	1.0	
Minimum Duration of the Course	400 hours	
Maximum Duration of the Course	400 hours	







Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Identify the role and importance of a voice customer service associate in supporting business operations.
- Organize the data being entered from multiple sources to check authenticity of the query.
- Categorize essential types of queries like billing, technical fault, loyalty issue, sales issue and document the same.
- Demonstrate customer greetings standards, careful reading, listening, summarizing, and obtaining customer confirmation of your understanding of the query.
- Demonstrate different questioning techniques (for both inbound and outbound calls) and objection handling methods.
- Utilize different styles and approaches of documentation for effective query handling and escalation process.
- Estimate a suitable timeline for completing a request and inform the SLA (service level agreement) through service tickets.
- Summarize the steps conducted to resolve any query.
- Illustrate proper ways of maintaining confidentiality of storing security and back up files for future use.
- Demonstrate application of CRM software and its purpose.
- Discuss the core differences between non-voice and voice profiles to identify technical specifications of the source of query, via chat/e-mail/voice, etc.
- Demonstrate practical applications of the dialer for making calls.
- Demonstrate effective work planning principles through using time and resources effectively.
- Describe how to maintain a health, safe and secure environment at workplace.

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration (In hours)	Practical Duration (In hours)	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration (In hours)
Module 1 (Bridge Module): IT-ITeS/BPM Industry – An Introduction	02:00	02:00	00:00	00:00	04:00







SSC/N3020 Make outbound calls to customers NOS Version No. 2	85:00	241:00	00:00	00:00	326:00
NSQF Level 4					
Module 2: Attending	10:00	32:00	00:00	00:00	42:00
customer queries					
Module 3: Process of	10:00	30:00	00:00	00:00	40:00
Query management					
Module 4: Make outbound	10:00	35:00	00:00	00:00	45:00
calls to customers					
Module 5: Documentation	15:00	30:00	00:00	00:00	45:00
process for customer					
queries					
Module 6: Manage query	10:00	30:00	00:00	00:00	40:00
resolution					
Module 7: Technical skills	10:00	29:00	00:00	00:00	39:00
for query management					
Module 8: Software	10:00	30:00	00:00	00:00	40:00
requirement for handling					
calls/queries	10.00	25.00		00.00	25.00
Module 9: Process	10:00	25:00	00:00	00:00	35:00
requirement for making outbound calls					
SSC/N9001 Manage your	08:00	32:00	00:00	00:00	40:00
work to meet	08.00	52.00	00.00	00.00	40.00
requirements					
NOS Version No. 2					
NSQF Level 4					
Module 10: Manage your	08:00	32:00	00:00	00:00	40:00
work to meet					
requirements					
SSC/N9003 Maintain a	05:00	25:00	00:00	00:00	30:00
healthy, safe and secure					
working environment					
NOS Version No. 2					
NSQF Level 4					
Module 11: Managing	05:00	25:00	00:00	00:00	30:00
Health and Safety					
Total Duration	100:00	300:00	00:00	00:00	400:00







Module Details

Module 1: IT-ITeS/BPM Industry – An Introduction

Bridge Module

- Comprehend various delivery models used in the IT-BPM industry.
- Examine the current growth and development standards of the IT-BPM customer service industry.

Duration: 02:00(In Hours)	Duration: 02:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
 Explain the relevance of the IT-BPM sector. Identify the career path for a customer relationship manager. 	 Collate information, evidence, and articles regarding the IT- ITeS/BPM industry through internet surfing. Analyse the key emerging trends in the IT- BPM industry from the gathered information. Categorize specific applications where voice customer service operations are used.
Classroom Aids:	
Whiteboard and Markers	
Chart paper and sketch pens	
LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following:	
PCs/Laptops	
Internet with Wi-Fi (Min 2 Mbps Dedicated)	







Module 2: Attending Customer Queries Mapped to SSC/N3020, v2.0

- Explain the concept of voice customer relationship management.
- Identify the role and importance of a voice customer service associate in supporting business operations.

Duration: 10:00(In Hours)	Duration: 32:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
 List the various segments in voice customer service, tools, and techniques. Identify the role and importance of a voice customer service associate in supporting business operations. 	 Practice greetings standards and verify their details, following general procedures. Use techniques for careful reading, listening, summarizing, and obtaining confirmation of the understanding of the query. Evaluate the usefulness of showing concern for any difficulties caused and commitment to resolve the same.
Classroom Aids:	
Whiteboard and Markers	
Chart paper and sketch pens	
LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following:	
PCs/Laptops	
Internet with Wi-Fi (Min 2 Mbps Dedicated)	
Microphone / voice system for lecture and class activi	
Computer Lab with 1:1 PC: trainee ratio and having in	ternet connection, MS Office / Open office, Browser,
Outlook / Any other Email Client, and chat tools	
Sample CRM tool for demonstration.	
Telephone, voice recorder, IVR and software / docum	ent formats for recording call / interactions.







Module 3: Process of Query Management Mapped to SSC/N3020, v2.0

- Organize the data being entered from multiple sources to check authenticity of the query.
- Categorize the essential type of query like billing, technical fault, loyalty issue, sales issue and document the same.

Duration: 10:00(In Hours)	Duration: 30:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
 List different software needed for query management and tracking, recording complaints on MS office, MS Excel, and other licensed software. Identify the types of technical and non-technical queries. 	 Solve routine problems, largely through precedent and referral to general guidelines. Demonstrate use of query resolution software or process in line with service level agreements (SLAs). Get confirmation that queries have been resolved to satisfaction.
Classroom Aids:	
Whiteboard and Markers	
Chart paper and sketch pens	
LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following:	
PCs/Laptops	
Internet with Wi-Fi (Min 2 Mbps Dedicated)	
Microphone / voice system for lecture and class activi	ties
Computer Lab with 1:1 PC: trainee ratio and having in	ternet connection, MS Office / Open office, Browser,
Outlook / Any other Email Client, and chat tools	
Sample CRM tool for demonstration.	
Telephone, voice recorder, IVR and software / docume	ent formats for recording call / interactions.







Module 4: Make Outbound Calls to Customers Mapped to SSC/N3020, v2.0

- Demonstrate different questioning techniques (for both inbound and outbound calls) and objection handling methods.
- Evaluate the process to escalate queries for further action.

Duration: 10:00(In Hours)	Duration: 35:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
 Discuss the importance of proper introduction, the purpose of the call. Select the correct alternative solution from customer relationship management (CRM) tool. Deliberate the importance of documenting, classifying and prioritizing queries. 	 Use speech modification and act on opportunities to up-sell or cross-sell other products/ services. Plan methods to deliver convincing sales pitches following standard scripts. Build discussion in a way to gain confirmation on needs, in order to close sales. Create a generic estimation of a suitable timeline for completing a request. Demonstrate different questioning techniques for understanding queries. Examine the use of objection handling skills to buy time for gauging the correct resolution.
Classroom Aids:	
Whiteboard and Markers	
Chart paper and sketch pens	
LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following:	
PCs/Laptops	
Internet with Wi-Fi (Min 2 Mbps Dedicated)	
Microphone / voice system for lecture and class activity	
Computer Lab with 1:1 PC: trainee ratio and having in	ternet connection, MS Office / Open office, Browser,
Outlook / Any other Email Client, and chat tools	
Sample CRM tool for demonstration.	
	ent formats for recording call / interactions.







Module 5: Documentation Process for Customer Queries Mapped to SSC/N3020, v2.0

- Demonstrate different styles and approaches of documentation for effective query handling.
- Maintain service tickets for queries that needs time to resolve.

Duration: 15:00(In Hours)	Duration: 30:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
 List the common types of documentation process used to record queries. Select the correct category of documentation as per the list mentioned in the query management tool. Select relevant product reference guides or support materials to resolve queries. 	 Categorize different styles and approaches of documentation used when working with variety of queries. Demonstrate note taking in incident query tool during capture of the information. Maintain service tickets for queries that needs time to resolve and update the SLA.
Classroom Aids:	
Whiteboard and Markers	
Chart paper and sketch pens	
LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following:	
PCs/Laptops	
Internet with Wi-Fi (Min 2 Mbps Dedicated)	
Microphone / voice system for lecture and class activity	
Computer Lab with 1:1 PC: trainee ratio and having int	ternet connection, MS Office / Open office, Browser,
Outlook / Any other Email Client, and chat tools	
Sample CRM tool for demonstration.	
Telephone, voice recorder, IVR and software / docume	ent formats for recording call / interactions.







Module 6: Manage Query Resolution Mapped to SSC/N3020, v2.0

- Create a workflow that routes service requests with high priority concerns with subject-specific task queues.
- Summarize the steps conducted to resolve the query and get it approved by end user with balanced judgement.

Duration: 10:00(In Hours)	Duration: 30:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
 Analyse data and activities stored in CRM tool to understand the past records of a customer before giving resolution. Discuss various balanced judgments to different situations that could be used as a resolution. 	 Categorize the mood of the customer (angry, dissatisfied, seeking advice, dominant) before proceeding with the resolution. Design various problem-solving approaches in different situations like buying time, token of appreciation, raising technical tickets. Design templates to record a query with the correct resolution, for future reference.
Classroom Aids:	1
Whiteboard and Markers	
Chart paper and sketch pens	
LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following:	
PCs/Laptops	
Internet with Wi-Fi (Min 2 Mbps Dedicated)	
Microphone / voice system for lecture and class activ	ities
Computer Lab with 1:1 PC: trainee ratio and having in	ternet connection, MS Office / Open office, Browser,
Outlook / Any other Email Client, and chat tools	
MS-Visio, MS-Projects, Rational Suite/Star UML	
Sample CRM tool for demonstration.	







Module 7: Technical Skills for Query Management Mapped to SSC/N3020, v2.0

- Illustrate proper ways of maintaining confidentiality of storing security and back up files for future use.
- Demonstrate application of various IT components including browsers, social media and various operating systems, part of the CRM tool.

Duration: 10:00(In Hours)	Duration: 29:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
 Discuss the possible IT usage and components required like e-mail platform/ webchat platform/voice platform. List the basic IT requirements needed for voice set-up. 	 Analyze the query database to identify the domain, like internal or external Segregate queries for resolution basis identified domain. Evaluate relevant standards, policies, procedures that apply when dealing with confidential data and ensure the same is not mishandled.
Classroom Aids:	
Whiteboard and Markers	
Chart paper and sketch pens	
LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following:	
PCs/Laptops	
Internet with Wi-Fi (Min 2 Mbps Dedicated)	
Microphone / voice system for lecture and class activi	
Computer Lab with 1:1 PC: trainee ratio and having in	ternet connection, MS Office / Open office, Browser,
Outlook / Any other Email Client, and chat tools	
Sample CRM tool for demonstration.	
Telephone, voice recorder, IVR and software / docum	ent formats for recording call / interactions.







Module 8: Software Requirement for handling Calls/Queries Mapped to SSC/N3020, v2.0

- Demonstrate application of CRM software and its purpose.
- Identify the technical specifications of the source of query, via chat/e-mail/voice, etc.

Duration: 10:00(In Hours)	Duration: 30:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
 Distinguish features of the CRM Software tool to capture query management through e-mail/ chat, voice call (inbound or outbound). 	 Demonstrate the use of CRM software tool for maintaining database. Evaluate how CRM software handles issues related to Contact management, Lead management, Email tracking, social media management, Query Resolution, etc.
Classroom Aids:	
Whiteboard and Markers	
Chart paper and sketch pens	
LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following:	
PCs/Laptops	
Internet with Wi-Fi (Min 2 Mbps Dedicated)	
Microphone / voice system for lecture and class activ	
	nternet connection, MS Office / Open office, Browser,
Outlook / Any other Email Client, and chat tools	
Sample CRM tool for demonstration.	
Telephone, voice recorder, IVR and software / docur	







Module 9: Process Requirement for making Outbound Calls *Mapped to SSC/N3020, v2.0*

- Discuss the core differences between non-voice and voice profiles.
- Demonstrate practical applications of the dialer for making calls.

Duration: 10:00(In Hours)	Duration: 25:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
 Discuss the opportunities for domestic voice service through outbound calls like BPM, Utilities, Insurance and Banking. Distinguish between non-voice and voice profiles. 	 Practice features of the dialer for making outbound calls. Operate dialer to demonstrate outbound calls in various situations like sales, after sales service, banking, real estate, promotions, utility, etc.
Classroom Aids:	1
Whiteboard and Markers	
Chart paper and sketch pens	
LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following:	
PCs/Laptops	
Internet with Wi-Fi (Min 2 Mbps Dedicated)	
Microphone / voice system for lecture and class activity	ties
Computer Lab with 1:1 PC: trainee ratio and having in	ternet connection, MS Office / Open office, Browser,
Outlook / Any other Email Client, and chat tools	
Sample CRM tool for demonstration.	
Telephone, voice recorder, IVR and software / docum	ent formats for recording call / interactions.







Module 10: Manage your Work to meet Requirements Mapped to SSC/N9001, v2.0

- Define the scope of work.
- Demonstrate effective work planning principles.
- Recognize the importance of using time and resources effectively.

Duration: 08:00(In Hours)	Duration: 32:00(In Hours)		
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes		
 Discuss the role, responsibilities, and limits of the responsibilities. Discuss the importance of gathering detailed work requirements and prioritizing work areas. Identify commonly made mistakes in the prioritized work areas. Explain the importance of completing work accurately. 	 Analyse needs, requirements, and dependencies in order to meet the work requirements. Apply resource management principles and techniques. Demonstrate the ways to maintain an organized work area. Apply effective time management principles. 		
Classroom Aids:	l		
Whiteboard and Markers			
Chart paper and sketch pens			
LCD Projector and Laptop for presentations			
Tools and Other Requirements:			
Labs equipped with the following:			
PCs/Laptops			
Internet with Wi-Fi (Min 2 Mbps Dedicated)			
Microphone / voice system for lecture and class activi	ties		
Computer Lab with 1:1 PC: trainee ratio and having in	ternet connection, MS Office / Open office, Browser,		
Outlook / Any other Email Client, and chat tools			







Module 11: Managing Health and Safety Mapped to SSC/N9003, v2.0

Terminal Outcomes:

• Describe how to maintain a health, safe and secure environment at workplace.

Duration: 05:00(In Hours)	Duration: 25:00(In Hours)
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
 Discuss the importance of complying with organizational health, safety and security policies and procedures. Discuss possible roles and responsibilities that an employee can take up with respect to workplace safety management. Evaluate sample organizational emergency procedures. Identify mechanisms to improve workplace health, safety, and security. Label appropriate personal protective equipment needed for a job role. 	 Demonstrate the identification of possible breaches in health, safety, and security policies. Document health, safety, and security breaches Design a contingency plan for emergency situations like fire, short circuit, accidents, earthquake, etc. Demonstrate the use of First Aid, CPR, and safety evacuation process as part of routine operations.
Classroom Aids:	
Whiteboard and Markers	
Chart paper and sketch pens	
LCD Projector and Laptop for presentations	
Tools and Other Requirements:	
Labs equipped with the following:	
PCs/Laptops	
Internet with Wi-Fi (Min 2 Mbps Dedicated)	
Microphone / voice system for lecture and class act	
	internet connection, MS Office / Open office, Browser,
Outlook / Any other Email Client, and chat tools	
	gency broadcast system and mock emergency signage in
the appropriate areas of the training institute	







Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational	Specialization	Relevant Industry Experience		Training Experience		Remarks
Qualification		Years	Specialization	Years	Specialization	
Minimum 10th Standard.	0-6 Months of experience in customer service.	Minimum 2 years' experience in the customer service domain		Training experience: 1 year preferred	Minimum 2 years' experience in the business process management domain	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.

Trainer Certification		
Domain Certification	Platform Certification	
Minimum accepted score in SSC Assessment is 80% per NOS being taught in "SSC/Q2210, V 2.0"	Recommended that the trainer is certified for the Job role "Trainer" mapped to the Qualification Pack "MEP/Q2601".	
	Minimum accepted score is 80% aggregate	







Assessor Requirements

Assessor Prerequisites						
Minimum Educational	lucational		Relevant Industry Experience		ng/Assessment ence	Remarks
Qualification		Years	Specialization	Years	Specialization	
Graduate in any discipline		2	Experience that involves client interaction	1-2	Experience that involves client interaction	

Assessor Certification		
Domain Certification	Platform Certification	
Not Aj	pplicable	







Assessment Strategy

This section includes the processes involved in identifying, gathering, and interpreting information to evaluate the learner on the required competencies of the program.

Assessment System Overview

A uniform assessment of job candidates as per industry standards facilitates progress of the industry by filtering employable individuals while simultaneously providing candidates with an analysis of personal strengths and weaknesses.

Assessment Criteria

Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down the proportion of marks for Theory and Skills Practical for each PC.

The assessment for the theory part will be based on a knowledge bank of questions created by the SSC. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

	Guidelines for Assessment					
Testing Environment	Tasks and Functions	Productivity	Teamwork			
 Carry out assessments under realistic work pressures that are found in the normal industry workplace (or simulated workplace). Ensure that the range of materials, equipment, and tools that learners use are current and of the type routinely found in the normal industry workplace (or simulated workplace) environments. 	 Assess that all tasks and functions are completed in a way, and to a timescale, that is acceptable in the normal industry workplace. Assign workplace (or simulated workplace) responsibilities that enable learners to meet the requirements of the NOS. 	 Productivity levels must be checked to ensure that it reflects those that are found in the work situation being replicated. 	 Provide situations that allow learners to interact with the range of personnel and contractors found in the normal industry workplace (or simulated workplace). 			







Assessment Quality Assurance framework

NASSCOM provides two assessment frameworks NAC and NAC-Tech.

NAC (NASSCOM Assessment of Competence)

NAC follows a test matrix to assess Speaking & Listening, Analytical, Quantitative, Writing, and Keyboard skills of candidates appearing for assessment.

NAC-Tech

NAC-Tech test matrix includes assessment of Communication, Reading, Analytical, Logical Reasoning, Work Management, Computer Fundamentals, Operating Systems, RDBMS, SDLC, Algorithms & Programming Fundamentals, and System Architecture skills.

Methods of Validation

To pass a QP, a trainee should score an average of 70% across generic NOS' and a minimum of 70% for each technical NOS. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Method of assessment documentation and access

The assessment agency will upload the result of assessment in the portal. The data will not be accessible for change by the assessment agency after the upload. The assessment data will be validated by SSC assessment team. After upload, only SSC can access this data.







References

Glossary

Term	Description
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training .
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.
National Occupational Standard	National Occupational Standard specify the standard of performance an individual must achieve when carrying out a function in the workplace
Persons With Disability	Persons with Disability are those who have long-term physical, mental, intellectual, or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others.
Integrated Development Environment	An integrated development environment is a software application that provides comprehensive facilities to computer programmers for software development.







Acronyms and Abbreviations

Term	Description
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards
SSC	Skill Sectors Councils
NASSCOM	National Association of Software & Service Companies
PwD	Persons with Disability
IDE	Integrated Development Environment