Model Curriculum

QP Name: IT Customer Care Executive

Elective: Voice / Non-Voice

QP Code: SSC/Q2217

Version: 1.0

NSQF Level: 3.0

Model Curriculum Version: 1.0

Table of Contents

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Training Parameters

Sector	IT-ITeS
Sub-Sector	Business Process Management
Occupation	Customer Relationship Management (CRM)
Country	India
NSQF Level	3
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5244.0101
Minimum Educational Qualification and Experience	Grade 10 OR 8th Grade Pass with 1.5-year relevant experience* *Relevant Experience: Customer Service domain The relevant experience would include work, internship, and apprenticeship after completing relevant educational qualifications.
Pre-Requisite License or Training	Training programs in customer orientation, dealing with difficult customers, Telephone etiquette etc.
Last Reviewed On	18-02-2025
Next Review Date	17-02-2028
NSQC Approval Date	18-02-2025
QP Version	1.0
Model Curriculum Creation Date	18-02-2025
Model Curriculum Valid Up to Date	18-02-2028
Model Curriculum Version	1.0
Minimum Duration of the Course	270 Hours
Maximum Duration of the Course	330 Hours

Program Overview

This section summarises 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 to:

- Show how to build and maintain positive relationships with customers.
- Elucidate the Employability Skills required for jobs in various industries.
- Discuss the best practices to make outbound calls to existing and prospective customers concerning the marketing of relevant products/services.
- Explain how to use basic generative artificial intelligence (Gen AI) and emerging BPM platforms to improve the quality of voice customer services.
- Describe how to effectively deal with customer queries over email and chat to ensure customer satisfaction.
- Explain how Gen AI and BPM platforms can be utilized to enhance non-voice customer support.

Compulsory Modules

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

NOS and Module Details	Theory Duration (Hours)	Practical Duration (Hours)	On-the-Job Training Duration (Mandatory) (Hours)	On-the-Job Training Duration (Recommended) (Hours)	Total Duration (Hours)
SSC/N2201: Build and Maintain Positive Relationship with Customer NOS Version No.: 1.0 NSQF Level: 3.0	**30:00**	**90:00**	**60:00**	**00:00**	**180:00**
Module 1: Introduction to the IT-ITeS/BPM Industry and the job role of an IT Customer Care Executive	05:00	00:00	00:00	00:00	05:00
Module 2: Building and Maintaining Positive Customer Relationships	25:00	90:00	60:00	00:00	175:00
DGT/VSQ/N0101: Employability Skills (30 Hours) NOS Version No.: 1.0 NSQF Level: 2.0	**30:00**	**00:00**	**00:00**	**00:00**	**30:00**
Module 3: Employability Skills (30 Hours)	30:00	00:00	00:00	00:00	30:00
Total Duration	**60:00**	**90:00**	**60:00**	**00:00**	**210:00**

Elective Modules

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

Elective 1: Voice

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
SSC/N3020: Make Outbound Calls to Customers NOS Version No.: 4.0 NSQF Level: 3.0	**20:00**	**25:00**	**00:00**	**00:00**	**45:00**
Module 4: Customer Outreach and Engagement	15:00	20:00	00:00	00:00	35:00
Module 5: Customer Support and Feedback Management	05:00	05:00	00:00	00:00	10:00
SSC/N2202: Use Basic Gen AI and BPM Platforms in Voice Customer Services NOS Version No.: 1.0 NSQF Level: 3.0	**10:00**	**05:00**	**00:00**	**00:00**	**15:00**
Module 6: Use Basic Gen AI for Customer Service	05:00	02:30	00:00	00:00	07:30
Module 7: Integration and Management of BPM Platforms	05:00	02:30	00:00	00:00	07:30
Total Duration	**30:00**	**30:00**	**00:00**	**00:00**	**60:00**

Elective 2: Non-Voice

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
SSC/N3021: Deal remotely with customer queries – Domestic Non-Voice NOS Version No.: 1.0 NSQF Level: 3.0	**20:00**	**25:00**	**00:00**	**00:00**	**45:00**
Module 8: Providing Customer Service via Email and Chat	15:00	20:00	00:00	00:00	35:00
Module 9: Enhancing Service Quality and Customer Satisfaction	05:00	05:00	00:00	00:00	10:00

SSC/N2203: Usage of basic Gen AI and BPM Platforms in Non-Voice Customer Support NOS Version No.: 1.0 NSQF Level: 3.0	**10:00**	**05:00**	**00:00**	**00:00**	**15:00**
Module 10: Using Basic Gen AI for Enhanced Email and Chat Support	05:00	02:30	00:00	00:00	07:30
Module 11: Integrating BPM Platforms in Non-Voice Customer Support	05:00	02:30	00:00	00:00	07:30
Total Duration	**30:00**	**30:00**	**00:00**	**00:00**	**60:00**

Module Details

Module 1: Introduction to the IT-ITeS/BPM Industries and the job role of an IT Customer Care Executive
Mapped to SSC/N2201, v1.0

Terminal Outcomes:

- Explain the importance of IT-ITeS/BPM Industries.
- Discuss the roles and responsibilities of an IT Customer Care Executive.

Duration (in hours): 05:00	Duration (in hours): 00:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Define the ITeS/BPM industry. • Describe the various sub-sectors within the ITeS/BPM industry. • Discuss the scope of employment in the ITeS/BPM industry. • Describe the roles and responsibilities of an IT Customer Care Executive. • Discuss the future trends and career growth opportunities for an IT Customer Care Executive.	-
Classroom Aids	
Training Kit - Facilitator's Guide, Participant's Handbook, Presentations and Software, Whiteboard, Marker, Projector, Laptop, Video Films	
Tools, Equipment and Other Requirements	
Nil	

Module 2: Building and Maintaining Positive Customer Relationships
Mapped to SSC/N2201, v1.0

Terminal Outcomes:

- Explain how to build and maintain positive relationships with customers, ensuring high-quality service and customer satisfaction.

Duration (in hours): 25:00	Duration (in hours): 90:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain the importance of empathy and active listening in building customer relationships. - Describe how to communicate effectively with customers using appropriate language and tone. - Discuss the techniques for de-escalating customer complaints and resolving issues diplomatically. - Elucidate how knowledge of the organization's products, services, and processes helps provide accurate and relevant information. - Determine the significance of customer feedback methods in driving continuous improvement. - Explain the best practices for maintaining a positive and professional demeanour in all customer interactions. - Discuss the impact of good customer relationships on customer retention and business success. - Describe the importance of follow-up communication in strengthening customer relationships.	- Demonstrate how to greet customers warmly using polite language to establish rapport and create a welcoming atmosphere. - Show how to actively listen to customers' needs and concerns, displaying understanding and empathy. - Demonstrate how to identify customer needs and offer relevant support, information, or solutions. - Show how to maintain a positive tone and attitude throughout all customer interactions, responding promptly and effectively to ensure satisfaction. - Demonstrate how to recognize and address potential customer issues proactively before they escalate. - Show how to handle challenging situations or complaints with patience and understanding. - Demonstrate how to investigate customer complaints thoroughly and provide clear, accurate, and timely resolutions. - Show how to escalate unresolved or complex issues to the appropriate authority while keeping the customer informed. - Demonstrate how to ensure customer satisfaction with resolutions and conduct necessary follow-ups. - Show how to engage with customers through follow-up communications to build trust and ensure ongoing satisfaction.

| | • Demonstrate how to keep customers informed about updates, changes, or new products/services. |
| | • Show how to encourage and use customer feedback to identify areas for improvement and enhance service delivery. |

Classroom Aids

Training Kit - Facilitator's Guide, Participant's Handbook, Presentations and Software, Whiteboard, Marker, Projector, Laptop, Video Films

Tools, Equipment and Other Requirements

BPM platforms

Module 3: Employability Skills (30 Hours)

Mapped to DGT/VSQ/N0101, v1.0

Duration: 30:00 Hours

Key Learning Outcomes

Introduction to Employability Skills Duration: 1 Hour

After completing this programme, participants will be able to:

1. Discuss the importance of Employability Skills in meeting the job requirements

Constitutional values - Citizenship Duration: 1 Hour

2. Explain constitutional values, civic rights, duties, citizenship, responsibility towards society etc. that are required to be followed to become a responsible citizen.

3. Show how to practice different environmentally sustainable practices

Becoming a Professional in the 21st Century Duration: 1 Hour

4. Discuss 21st-century skills.

5. Display a positive attitude, self-motivation, problem-solving, time management skills and continuous learning mindset in different situations.

Basic English Skills Duration: 2 Hours

6. Use appropriate basic English sentences/phrases while speaking

Communication Skills Duration: 4 Hours

7. Demonstrate how to communicate in a well-mannered way with others.

8. Demonstrate working with others in a team

Diversity & Inclusion Duration: 1 Hour

9. Show how to conduct oneself appropriately with all genders and PwD

10. Discuss the significance of reporting sexual harassment issues in time

Financial and Legal Literacy Duration: 4 Hours

11. Discuss the significance of using financial products and services safely and securely.

12. Explain the importance of managing expenses, income, and savings.

13. Explain the significance of approaching the concerned authorities in time for any exploitation as per legal rights and laws

Essential Digital Skills Duration: 3 Hours

14. Show how to operate digital devices and use the associated applications and features, safely and securely

15. Discuss the significance of using the internet for browsing, and accessing social media platforms, safely and securely

Entrepreneurship Duration: 7 Hours

16. Discuss the need for identifying opportunities for potential business, sources for arranging money and potential legal and financial challenges

Customer Service Duration: 4 Hours

17. Differentiate between types of customers

18. Explain the significance of identifying customer needs and addressing them

19. Discuss the significance of maintaining hygiene and dressing appropriately

Getting ready for Apprenticeship & Jobs Duration: 2 Hours

20. Create a biodata

21. Use various sources to search and apply for jobs

22. Discuss the significance of dressing up neatly and maintaining hygiene for an interview

23. Discuss how to search and register for apprenticeship opportunities

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Module 4: Customer Outreach and Engagement
Mapped to SSC/N3020, v4.0

Terminal Outcomes:

- Explain how to effectively undertake outbound calling to connect with customers and provide relevant information.

Duration (in hours): 15:00	Duration (in hours): 20:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Explain the importance of having in-depth knowledge about the products or services being marketed to customers. • Describe different questioning techniques for identifying customer requirements and how to match products or services to those requirements. • Discuss the appropriate etiquette for making outbound calls to ensure professionalism. • Explain how to access and update the customer database or CRM system efficiently. • Determine the importance of checking and ensuring the availability of correct information before making outbound calls. • Elucidate the importance of verbal communication skills, including clarity, effective language use, and the ability to articulate information clearly to customers during outbound calls. • Describe why active and attentive listening is crucial when engaging with customers. • Explain how developing empathy towards customers helps in building a positive rapport. • Discuss how to effectively follow scripts, if using them during outbound calls. • Determine appropriate strategies to handle customer calls effectively, addressing their queries, objections, and concerns with an empathetic tone while adhering to standard scripts.	• Demonstrate how to develop a good understanding of the company's products or services to provide accurate information to customers. • Show how to establish contact with customers by following the organization's procedures. • Demonstrate how to communicate clearly and professionally with customers, using appropriate language and tone. • Show how to provide an appropriate introduction to the customer and explain the purpose of the call, following standard scripts. • Demonstrate how to listen actively and obtain relevant information from customers to identify their product or service requirements. • Show how to provide accurate and up-to-date information to customers about relevant products, services, policies, and procedures. • Demonstrate how to handle customer queries, objections, and rebuttals by following standard scripts. • Show how to adapt your approach and style to customer preferences, within the limits of competence and authority. • Demonstrate how to identify and act on opportunities to up-sell or cross-sell other products/services to customers. • Show how to close sales with confirmation from customers, ensuring they have all the necessary information

- Explain the ethical considerations of outbound calling, including compliance with telemarketing regulations, privacy laws, and adherence to do-not-call lists.

- Describe the best practices for efficient time management during outbound calling activities.

- Explain the primary goals of outbound calling, such as lead generation and sales, and their significance.

- about the products/services being marketed to them.

- Demonstrate how to obtain required financial information from customers by following organizational procedures.

- Show how to complete the organization's post-sales procedures to finalize sales.

Classroom Aids

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Tools, Equipment and Other Requirements

VoIP Softphone

Module 5: Customer Support and Feedback Management
Mapped to SSC/N3020, v4.0

Terminal Outcomes:

- Describe the process for logging and escalating customer complaints to the appropriate teams for timely resolution.
- Discuss how collecting customer feedback can contribute to improving service quality and addressing customer needs effectively.

Duration (in hours): 05:00	Duration (in hours): 05:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Describe the appropriate follow-up procedures, such as callbacks and follow-up emails, to build lasting relationships with customers. - Explain different styles and approaches when working with customers and how to adapt to meet their preferences. - Discuss the importance of learning from and incorporating customer feedback to improve service. - Explain how to effectively make sales pitches using standard scripts and tools. - Describe how to use relevant CRM tools for recording, completing, and fulfilling sales activities. - Determine how to obtain various types of financial information from customers securely and accurately. - Discuss different opportunities for up-selling or cross-selling products or services to customers and how to recognize them.	- Demonstrate how to ensure high-quality customer service in every interaction. - Show how to maintain accurate and detailed records concerning customer interactions and transactions. - Demonstrate how to comply with relevant standards, policies, procedures, and guidelines when making outbound telesales calls. - Show how to collect customer feedback to identify areas for improvement in products or services. - Demonstrate how to identify and resolve customer complaints in a timely manner and escalate unresolved issues to the appropriate department. - Demonstrate how to handle calls from furious customers with strong call handling skills, addressing complaints with empathy and ensuring timely resolution. - Show how to manage service requests through effective multi-tasking, ensuring all customer needs are met in a timely manner.
Classroom Aids	
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Tools, Equipment and Other Requirements	
VoIP Softphone	

Module 6: Use Basic Gen AI for Customer Service

Mapped to SSC/N2202, v1.0

Terminal Outcomes:

- Explain how Gen AI can enhance customer interactions, automate responses, and provide real-time solutions.
- Discuss how Gen AI capabilities like chatbots, predictive analytics, and language translation improve efficiency and personalization in customer service.

Duration (in hours): 05:00	Duration (in hours): 02:30
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain the fundamentals of Basic Gen AI, including machine learning, natural language processing (NLP), and deep learning techniques. - Discuss the key differences between supervised and unsupervised learning, and how NLP is applied in voice-based applications. - Describe how Gen AI models preprocess and train textual data for voice interactions and integrate with voice recognition technologies. - Elucidate the process of designing, implementing, and deploying chatbots and voice recognition technologies to improve customer service applications. - Determine the benefits of using speech analytics tools, including sentiment analysis and pattern recognition, in analyzing customer interactions. - Discuss the challenges in customer service processes and how Gen AI solutions can be tailored to meet industry-specific needs. - Explain the importance of data management practices, including collection, storage, privacy, and legal regulations, when using Gen AI in customer service. - Describe how integrating Gen AI with CRM systems can optimize customer service workflows while ensuring data security and compliance.	- Demonstrate the use of basic Gen AI tools, such as chatbots or virtual assistants, to handle routine customer inquiries. - Show how to apply basic Gen AI language features to assist in understanding and responding to customer concerns in different languages. - Demonstrate how to use basic Gen AI tools to identify common customer issues and suggest solutions based on provided guidelines. - Show how to utilize basic Gen AI features to summarize customer interactions and create simple scripts for consistent communication. - Demonstrate how to follow instructions for using basic Gen AI tools to identify customers securely and track performance data. - Show how to follow Gen AI ethical standards by ensuring fairness in decision-making, safeguarding user privacy, and maintaining transparency in the use of AI tools.

• Elucidate how to apply user experience design principles to create intuitive and user-friendly voice interfaces in customer service.	

Classroom Aids

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Tools, Equipment and Other Requirements

Generative AI-Powered Chatbots

Module 7: Integration and Management of BPM Platforms

Mapped to SSC/N2202, v1.0

Terminal Outcomes:

- Describe how integrating BPM platforms helps streamline workflows, automate repetitive tasks, and improve data accessibility.
- Elucidate ways to manage BPM systems effectively to ensure seamless process execution, data integrity, and alignment with customer service objectives.

Duration (in hours): 05:00	Duration (in hours): 02:30
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain the role of basic Gen AI, machine learning, and cloud computing in enhancing BPM platform functionality and scalability. - Discuss how leveraging data analytics, business intelligence tools, and RPA can optimize BPM operations and improve decision-making. - Describe the implementation of AI/ML-driven solutions within BPM platforms to address domain-specific and complex customer service requirements. - Elucidate how cloud-based systems, ERP integrations, and ticketing platforms can streamline customer interactions and improve service metrics.	- Demonstrate how to use Accounts Payable on Cloud (APOC) to assist in managing basic customer-related accounts payable processes. - Show how to employ RPA tools to automate simple and repetitive customer service tasks under supervision. - Demonstrate how to use pre-configured features in BPM systems to handle specific customer service tasks. - Show how to use cloud computing platforms to securely store, back up, and process customer information. - Demonstrate how to use simple data tracking tools in BPM platforms to monitor and report on basic service metrics. - Show how to use ticketing platforms to log and organize customer queries, complaints, and service requests systematically. - Demonstrate how to perform basic data entry and validation tasks using ERP systems integrated with BPM platforms.
Classroom Aids	
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Tools, Equipment and Other Requirements	
Generative AI-Powered Chatbots	

Module 8: Providing Customer Service via Email and Chat

Mapped to SSC/N3021, v4.0

Terminal Outcomes:

- Explain how to provide effective customer service over email and chat.

Duration (in hours): 15:00	Duration (in hours): 20:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain the quality standards applicable to customer service. - Describe the relevant standards, policies, procedures, guidelines, and Service Level Agreements (SLAs) that apply to customer service. - Determine the appropriate tools and systems for recording, categorizing, prioritizing, and resolving customer queries. - Discuss the importance of keeping customers informed about timescales for the progress and resolution of their queries. - Explain common types of customer queries and effective ways to resolve them. - Describe different styles, approaches, and questioning techniques for understanding customer queries. - Elucidate how to handle issues that may impact customer satisfaction. - Discuss the features, specifications, and uses of relevant products and/or services.	- Demonstrate how to greet customers and verify their details according to organizational procedures, ensuring the security of account-specific information. - Show how to understand customer queries by reading messages carefully and asking relevant questions to gather necessary information. - Demonstrate how to record and categorize queries accurately to enable efficient tracking and resolution. - Show how to empathize with customers, acknowledging their feelings and concerns effectively. - Demonstrate how to analyze customer issues, identify root causes, and suggest appropriate solutions. - Show how to provide accurate and up-to-date information on relevant products and services to customers. - Demonstrate how to use support tools, CRM systems, ticketing tools such as Zoho Desk, and knowledge bases to assist customers effectively. - Show how to guide customers through troubleshooting steps to ensure clarity and effectiveness in technical support. - Demonstrate how to deliver responses within the defined response time targets. - Show how to manage multiple chat or email conversations simultaneously while maintaining quality. - Demonstrate how to maintain a typing speed of at least 35-40 words per minute with accuracy to handle email and chat communication efficiently.

	• Demonstrate how to document customer interactions appropriately according to organizational processes.
	• Show how to comply with applicable standards, policies, procedures, and guidelines when handling customer queries.
	• Demonstrate how to resolve or escalate complaints within the defined Limits of Authority (LoA) and SLAs, coordinating with relevant departments as necessary.

Classroom Aids

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Tools, Equipment and Other Requirements

Email and chat platforms

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Module 9: Enhancing Service Quality and Customer Satisfaction
Mapped to SSC/N3021, v4.0

Terminal Outcomes:

- Describe key strategies for ensuring effective written communication in customer support.
- Discuss methods to assist in improving the quality of customer service.

Duration (in hours): 05:00	Duration (in hours): 05:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain the importance of clear, concise, and professional responses in written communication with customers. - Describe how to adapt communication tone and language to align with customer needs and the company's brand. - Discuss the importance of asking appropriate probing questions to gather relevant customer information. - Explain the appropriate ways to empathize with customers and acknowledge their concerns. - Describe how analytical thinking is applied to identify the root causes of customer issues and provide effective solutions. - Determine methods to prioritize and manage time effectively for responding to customer queries within set timelines. - Explain how to resolve conflicts, handle difficult customer situations, and escalate complaints when necessary. - Discuss the use of email and chat platforms, including CRM systems, for efficient customer interactions. - Explain the role of standard templates and scripts in handling customer queries. - Describe the importance of safeguarding customer information during interactions. - Discuss the importance of recognizing and respecting cultural differences in customer communication. - Explain how to use analytics from CRM systems or ticketing tools like Zoho Desk	- Demonstrate how to communicate clearly and professionally in emails and chats, ensuring correct grammar and spelling. - Show how to use positive language and adapt the tone to maintain empathy and professionalism in customer interactions. - Demonstrate how to identify areas of improvement in customer service processes by effectively collecting and analyzing customer feedback. - Show how to incorporate customer feedback to enhance the quality and efficiency of customer service. - Demonstrate how to share insights and best practices with the team to improve overall service quality. - Show how to collaborate with team members to implement changes based on customer feedback and best practices.

to identify trends in customer issues and recommend improvements.	
• Explain the significance of seeking and incorporating feedback from customers to improve service quality.	

Classroom Aids

Training Kit - Facilitator's Guide, Participant's Handbook, Presentations and Software, Whiteboard, Marker, Projector, Laptop, Video Films

Tools, Equipment and Other Requirements

Email and chat platforms

Module 10: Using Basic Gen AI for Enhanced Email and Chat Support
Mapped to SSC/N2203, v1.0

Terminal Outcomes:

- Explain how basic Gen AI can enhance email and chat support for customer service teams.

Duration (in hours): 05:00	Duration (in hours): 02:30
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Explain the basics of Machine Learning (ML) concepts and their applications in automating customer support tasks. • Describe the fundamentals of Natural Language Processing (NLP) and how it is used to interpret and respond to text-based customer inquiries. • Discuss how basic Generative AI tools can be leveraged to automate content creation and generate dynamic, personalized responses in non-voice support. • Explain how to navigate BPM platforms (e.g., Appian, Pega) to streamline non-voice customer service workflows and enhance efficiency. • Elucidate the key features and functionalities of BPM platforms for managing end-to-end customer service processes, including task assignment, escalation, and service level tracking.	• Demonstrate the use of Basic Gen AI tools to draft customer responses for email and chat support effectively. • Show the process of automating routine tasks and generating personalized responses using Basic Gen AI tools. • Demonstrate how to apply Basic Gen AI tools to analyze common customer issues and generate suitable solutions. • Demonstrate the use of AI-assisted ticketing tools to streamline customer query resolution and categorize issues effectively. • Show how to identify customer emotions using Basic Gen AI sentiment analysis features and adjust tone in responses. • Demonstrate how to follow organizational guidelines to ensure data privacy and confidentiality when using Basic Gen AI tools. • Show how to use Basic Gen AI-powered search tools to quickly locate and utilize relevant information for responding to queries. • Demonstrate the ability to recognize updates in Basic Gen AI tools and explain how they can enhance customer support services. • Show how to follow Gen AI ethical standards by ensuring fairness in decision-making, safeguarding user privacy, and maintaining transparency in

	the use of AI tools.

Classroom Aids

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Tools, Equipment and Other Requirements

Email and chat platforms

Module 11: Integrating BPM Platforms in Non-Voice Customer Support

Mapped to SSC/N2203, v1.0

Terminal Outcomes:

- Discuss the role of BPM platforms in optimizing non-voice customer support processes.

Duration (in hours): 05:00	Duration (in hours): 02:30
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Describe the basics of workflow automation within BPM platforms for managing routine support tasks like ticket management, response routing, and query prioritization. - Explain how BPM analytics and reporting tools can be used to track key performance metrics, such as response times, resolution rates, and customer satisfaction scores. - Discuss the customer data security requirements and privacy regulations relevant to AI-driven and BPM-supported customer service interactions. - Elucidate the importance of Service Level Agreements (SLAs) and response time standards within BPM platforms for maintaining support quality and timeliness. - Determine the Key Performance Indicators (KPIs) that are essential for monitoring the performance of AI and BPM-driven support, including accuracy, resolution time, and customer satisfaction. - Incorporate data from BPM platforms and Zoho CRM to monitor customer satisfaction and identify service improvement opportunities.	- Demonstrate how to navigate BPM platforms to streamline workflows and organize tasks in non-voice customer support. - Show the steps to use BPM tools to monitor and track response times for email and chat support. - Demonstrate how to document standardized processes in BPM platforms to ensure consistent responses. - Show how to utilize BPM dashboards to track basic key performance indicators (KPIs) like response time and accuracy. - Demonstrate how to follow BPM instructions to record resolution outcomes for routine tasks systematically.
Classroom Aids	
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Tools, Equipment and Other Requirements

Email and chat platforms

Module 12: On-the-Job Training
Mapped to IT Customer Care Executive

Mandatory Duration (in hours): 60:00	Recommended Duration (in hours): 00:00

Location: On-Site

Terminal Outcomes

- Show how to build and maintain positive relationships with customers, ensuring high-quality service and customer satisfaction.
- Demonstrate how to effectively undertake outbound calling to connect with customers and provide relevant information.
- Show how to log and escalate customer complaints to the appropriate teams for timely resolution.
- Demonstrate how collecting customer feedback can contribute to improving service quality and addressing customer needs effectively.
- Show how Gen AI can enhance customer interactions, automate responses, and provide real-time solutions.
- Demonstrate how Gen AI capabilities like chatbots, predictive analytics, and language translation improve efficiency and personalization in customer service.
- Show how integrating BPM platforms helps streamline workflows, automate repetitive tasks, and improve data accessibility.
- Demonstrate how to manage BPM systems effectively to ensure seamless process execution, data integrity, and alignment with customer service objectives.
- Demonstrate how to provide effective customer service over email and chat to ensure prompt and helpful responses.
- Show how to apply key strategies for clear and effective written communication in customer support interactions.
- Demonstrate methods for identifying areas to improve the quality of customer service through feedback and performance tracking.
- Show how to use basic Generative AI to enhance email and chat support, creating more responsive and personalized customer interactions.
- Demonstrate how to use BPM platforms to optimize non-voice customer support workflows and improve efficiency.

Annexure

Trainer Requirements

1.	**Trainer's Qualification and experience in the relevant sector (in years)** *(as per NCVET guidelines)*	**Educational Qualification:** Graduate in any discipline **Industry & Training Experience:** 2 years of industry experience in customer support roles **Certification:** "Trainer" mapped to the Qualification Pack "MEP/Q2602 Minimum accepted score is 80% aggregate.
2.	**Master Trainer's Qualification and experience in the relevant sector (in years)** *(as per NCVET guidelines)*	**Educational Qualification:** Graduate in any discipline **Industry & Training Experience:** 4 years of industry experience in customer support roles **Certification:**" Master Trainer" mapped to the Qualification Pack "MEP/Q2602" Minimum accepted score is 90% aggregate.
3.	**Tools and Equipment Required for Training**	☒Yes ☐No (*If "Yes", details to be provided in Annexure*)
4.	**In Case of Revised Qualification, Details of Any Upskilling Required for Trainer**	NA

Assessor Requirements

1.	**Assessor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)*	**Educational Qualification:** Graduate in any discipline, **Industry & Training Experience:** 2 years of industry experience in customer support roles **Certification:** "Assessor" mapped to the Qualification Pack "MEP/Q2701" Minimum accepted score is 80% aggregate.
2.	**Proctor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines), (wherever applicable)*	**Educational Qualification:** Graduate in any discipline, **Industry & Training Experience:** 2 years of industry experience in customer support roles **Certification:** "Assessor" mapped to the Qualification Pack "MEP/Q2701" Minimum accepted score is 80% aggregate.
3.	**Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)*	**Educational Qualification:** Graduate in any discipline **Industry & Training Experience:** 4 years of industry experience in customer support roles **Certification:** "Lead Assessor" mapped to the Qualification Pack "MEP/Q2702" Minimum accepted score is 90% aggregate.
4.	**Assessment Mode** *(Specify the assessment mode)*	The assessment will consist of a blend of hands-on practical evaluations, viva-voce, and online proctored scenario-based multiple-choice questions ensuring a thorough evaluation of the individual's proficiency in learning outcomes, practical understanding, and real-world application of concepts.
5.	**Tools and Equipment Required for Assessment**	☒ Same as for training ☐ Yes ☐ No *(details to be provided in Annexure-if it is different for Assessment)*

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 Process Overview

Batch Creation & Assessment Request:

Training Providers (TP) or Training Centers (TC), including any other authorized partner of Ministry/ Department create batches / push batches on the SIDH portal. Assessment requests are submitted through the SIDH portal or via email or other media as authorized from time to time. For NON-SIDH schemes, assessment requests are received electronically or through respective State Skill Mission portals. TP/TC initiates the assessment request through the InSDMS portal and processes the payment (where applicable).

Batch Alignment & Confirmation:

Upon payment confirmation, batches are assigned to the Assessment Agency based on factors like:

- Assessment readiness
- Availability of certified assessors for the specific job role
- Assessment capping to an assessment agency as prescribed from time to time for an AB An email communication / prescribed mode communication is sent to TP/TC for confirmation of the assessment date, with IT-ITeS SSC in the loop. Once confirmation is received, the Assessment Agency designates a TOA-certified assessor to conduct or facilitate the assessment.
- Batches are only formed when the Qualification is active.

Candidate Verification & Assessment Execution:

Candidate details are verified and documented at the beginning of the assessment by a certified assessor. A Quality Assurance (QA) mechanism is enforced, requiring an undertaking from the TC. Regular feedback is collected from TP/TC to ensure continuous improvement.

Evidence Collection & Validation:

Proctors or assessors capture date/time-stamped and geo-tagged photographs of the assessment location during the process. Attendance is also ensured offline. A PC-wise result analysis is conducted to refine assessment standards.

Monitoring & Compliance:

Batch monitoring follows established protocols, ensuring adherence to assessment guidelines. Sample based surprise visits are conducted at TC locations during both training and assessments to verify compliance. This structured approach ensures transparency, quality control, and validation throughout the assessment process.

Testing Environment:

- Check the Assessment location, date and time
- If the batch size is more than 30, then there should be 2 Assessors.

- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.

Assessment Quality Assurance levels/Framework:

IT-ITeS SSC nasscom is responsible for the development and periodic review of the question bank developed for a specific job role. We publish an openly accessible sample /model question paper on our website for all stakeholders. The quality of the Question Bank created by the assessment designer is validated by a Subject matter experts on the following parameters:

- Appropriateness of the Question Bank in terms of facts, data and information.
- Checks for grammar, spellings, scripting and formatting.
- The information provided should be specific enough to remove any ambiguity in answers/solutions to the question.
- Relevance – Assessing the topic well w.r.t. the job role.
- Check if the difficulty level of each question is as per the matrix.
- Check if the images used in the question are clear and relevant.
- All variables, symbols and abbreviations used must be declared.
- The correct answer option should be unique, and the options should not be overlapping

References

Glossary

Term	Description
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
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).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective, or psychomotor skills.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do it 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.

Acronyms and Abbreviations

Term	Description
NCVET	National Council for Vocational Education and Training
QP	Qualification Pack
MC	Model Curriculum
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards
NCO	National Classification of Occupations
ES	Employability Skills
OJT	On the Job Training
NASSCOM	National Association of Software and Service Companies
IT-ITeS	Information Technology and Information Technology Enabled Services
IT	Information Technology
CRM	Customer Relationship Management
VoIP	Voice over Internet Protocol
Gen AI	Generative Artificial Intelligence
NLP	natural language processing
BPM	Business Process Management