Customer Care Executive-Relationship Center

QP Code: TEL/Q0101

Version: 1.0

NSQF Level: 4

Telecom Sector Skill Council || 3rd Floor, Plot No 126, Sector - 44
Gurgaon - 122003

Contents

TEL/Q0101: Customer Care Executive-Relationship Center

Brief Job Description

Individuals at this job provide customer service by handling, following and resolving walk-in customers queries, requests and complaints and proactively recommend/sell organizations products and services.

Personal Attributes

This job requires the individual to have good communication skills with a clear diction, ability to construct simple and rational sentences; ability to comprehend simple English sentences; good problem solving skills; strong customer service focus; strong selling & listening skills and ability to work under pressure.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. TEL/N0105: Shop/Showroom/Outlet and self management

2. TEL/N0106: Sell, up-sell and cross-sell.

3. TEL/N0107: Service desk and customer management.

4. TEL/N0108: Monitor and analyze self performance trends.

5. TEL/N0109: Maintain Records & Data expertise

Qualification Pack (QP) Parameters

Sector	Telecom
Sub-Sector	Service Provider
Occupation	Customer Service
Country	India
NSQF Level	4
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5242.0201
Minimum Educational Qualification & Experience	12th Class with 2-3 Years of experience
Minimum Level of Education for Training in School	10th Class

Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	21/06/2018
Next Review Date	31/03/2022
NSQC Approval Date	18/06/2015
Version	1.0
Reference code on NQR	2015/TEL/TSSC/00474
NQR Version	1.0

TEL/N0105: Shop/Showroom/Outlet and self management

Description

This OS unit is about managing self and the showroom/outlet for dealing with walk-in customers

Scope

Customer care executives, store managerMorning briefing, professional dressing: with uniform, without uniformStore management

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

PC1. Adhere to specified uniform/dress code and grooming guidelines

PC2. Wear name badges as per organizational guidelines

PC3. Organize inventory, stationery, pantry stock and display products at the store/ showroom/ outlet

PC4. Maintain basic hygiene and infrastructure upkeep in the store

PC5. Attend daily morning briefing before store opening

PC6. Review previous days performance during morning meeting

PC7. Obtain product/process changes, new schemes/ offers and target & task distribution from store manager

PC8. Maintain transparency with customer in sharing resolution timelines

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Importance of the role in representing the organization

KU2. Organizational guidelines wrt standard uniform, name badges and resolution timelines

KU3. Process of store management, organizing inventory, stationery, pantry stock and product displayed

KU4. Importance of attending morning brief, to obtain product/process changes, new schemes/offers and target & task distribution from store manager

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. Keep abreast with the latest knowledge by reading brochures, pamphlets and daily briefing sheets

GS2. Comprehend sales targets

GS3. Fluently speakand understand english and the regional language

GS4. Gauge customers communication style and respond appropriately

GS5. Clearly communicate with peers/seniors during morning brief

GS6. Present a pleasant personality and enjoy communicating with people

GS7. Effectively translate and convey information

GS8. Accurately interpret others emotions and respond empathetically

GS9. Be sensitive to others feelings and calmly resolve conflicts

GS10. Switch over to customer's language to create comfort

GS11. Identify customers level of frustration with the language adopted by him

GS12. Manage irate or abusive customers

GS13. Display courtesy and professionalism

GS14. Be patient and attentively listen

GS15. Build rapport with peers to secure understanding and co-operation at work place

GS16. Manage time while performing multiple responsibilities at the store

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	**50**	**-**	**-**
PC1. Adhere to specified uniform/dress code and grooming guidelines	-	15	-	-
PC2. Wear name badges as per organizational guidelines	-	-	-	-
PC3. Organize inventory, stationery, pantry stock and display products at the store/ showroom/ outlet	5	10	-	-
PC4. Maintain basic hygiene and infrastructure upkeep in the store	5	10	-	-
PC5. Attend daily morning briefing before store opening	-	-	-	-
PC6. Review previous days performance during morning meeting	20	-	-	-
PC7. Obtain product/process changes, new schemes/ offers and target & task distribution from store manager	15	-	-	-
PC8. Maintain transparency with customer in sharing resolution timelines	5	15	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N0105
NOS Name	Shop/Showroom/Outlet and self management
Sector	Telecom
Sub-Sector	Service Provider
Occupation	Customer Service
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	21/06/2018
Next Review Date	31/03/2022
NSQC Clearance Date	18/06/2015

TEL/N0106: Sell, up-sell and cross-sell.

Description

This OS unit is about how and when to sell, up-sell and cross-sell to walk-in customers at the shop/showroom/outlet, basis their requirements

Scope

Key stakeholders: customer care executives, customersIdentification of opportunity for: selling, up-selling, cross-sellingSell/up-sell/cross-sell: products, servicesAttend walk-in customers

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

PC1. 'Understand customer''s buying pattern and offer customized solution'

PC2. Sell, up-sell and cross-sell existing & new products/services, based on customer analysis

PC3. Achieve performance/sales targets/profitability of the store

PC4. Plan and execute customer engagement initiatives to facilitate brand recall and customer satisfaction

PC5. 'Educate customer on using company''s products/services'

PC6. Attain typing speed, as specified for the job role

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Importance of the role in representing the organization

KU2. Complete range of products/ services in order to pitch them to the customers

KU3. Strengths and limitations of your own product/service vis--vis competition

KU4. Basic working of a computer and MS excel

KU5. Whereabouts of latest products and services

KU6. 'Navigation of intra net tools and crm to gather information about customer''s account'

KU7. Targets for performance and sales

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. Read about new products and services with reference to the organization through the intra net portal

GS2. Keep abreast with the latest knowledge by reading brochures, pamphlets and daily briefing sheets

GS3. Record complete and correct customer discussions in crm/ms excel

GS4. Formulate correct sentences without any grammatical errors

GS5. Record precise and clear information for analysis/action by other departments

GS6. Identify the situation and read / understand mindset of customer, before pitching a product/service

GS7. Comprehend remarks mentioned in CRM

GS8. Identify problem narrated by the customer and provide apt resolution

GS9. Fluently speak and understand english and the regional language

GS10. Respond to customers q r c with a relevant answer

GS11. Gauge customers communication style and respond appropriately

GS12. Probe customers appropriately to understand nature of problem

GS13. Give clear instructions and share information with customers

GS14. Avoid using jargons, slang, technical terms and acronyms whencommunicating with customers

GS15. Present a pleasant personality and enjoy communicating with people

GS16. Be sensitive to others feelings and calmly resolve conflicts

GS17. Switch over to customer's language to create comfort

GS18. Create a win-win situation with the customer

GS19. Convince customers to buy company's products/services

GS20. Manage irate or abusive customers

GS21. Display courtesy and professionalism

GS22. Be patient and attentively listen to the customer

GS23. Offer product/service best suited to customers need

GS24. Identify opportunity to sell/up-sell/cross-sell

GS25. Ask for buying commitment of product/service at relevant stages, throughout the interaction

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	40	**60**	**-**	**-**
PC1. 'Understand customer''s buying pattern and offer customized solution'	10	10	-	-
PC2. Sell, up-sell and cross-sell existing & new products/services, based on customer analysis	10	20	-	-
PC3. Achieve performance/sales targets/profitability of the store	10	-	-	-
PC4. Plan and execute customer engagement initiatives to facilitate brand recall and customer satisfaction	10	10	-	-
PC5. 'Educate customer on using company''s products/services'	-	10	-	-
PC6. Attain typing speed, as specified for the job role	-	10	-	-
NOS Total	**40**	**60**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N0106
NOS Name	Sell, up-sell and cross-sell.
Sector	Telecom
Sub-Sector	Service Provider
Occupation	Customer Service
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	21/06/2018
Next Review Date	31/03/2022
NSQC Clearance Date	18/06/2015

TEL/N0107: Service desk and customer management.

Description

This OS unit is about the service desk and customer life cycle management.

Scope

Customer care executives, customers. Service Management of: new customers on board, existing customers, potential customers.

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

PC1. Follow token system, if installed, for data maintenance of number of walk-in customers and queue management

PC2. Prioritize customers basis categories and attend them accordingly

PC3. Manage walk-in customers and products/services subscribed by them

PC4. Categorize nature of customers interaction as a query, request or a complaint

PC5. Verify customer details for any account related information

PC6. Monitor correctness and completeness of customer documents and process them to backend/respective department

PC7. Obtain and address adequate information from the customer to login Q R C

PC8. Provide estimate of resolution time to the customer, if an immediate solution cannot be found

PC9. Record the customers interaction as a query, request or a complaint

PC10. Escalate unresolved problems/concerns to a competent internal/external specialist

PC11. Fulfill process of payment collection and submission against bill payments/recharges

PC12. Resolve customers problems within tat to attend other customers in queue

PC13. Analyze customers concern and pitch an appropriate retention tool

PC14. Troubleshoot and resolve customers device related issues

PC15. Seek customers feedback in feedback register/diary/booklet

PC16. Use the empowerment matrix for the benefit of the customer

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Importance of the role in representingthe organization

KU2. Relevant policies, procedures and promotions of the company

KU3. Turnaround time/sla of various processes

KU4. Escalation matrix and when to escalate

KU5. Mandatory fields to be filled in customer enrollment forms

KU6. Features and benefits of products/services that company offers

KU7. Process of retention and retention tools

KU8. Different categories of customers of the organization

KU9. Basic working of a computer and ms excel

KU10. Whereabouts of latest products and services

KU11. Navigation of intra net tools and crm, to gather information and verify customers account

KU12. Features and settings of variousdevices for troubleshooting

KU13. How to use empowerment matrix

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. Read about new products and services with reference to the organization through the intra net portal

GS2. Keep abreast with the latest knowledge by reading brochures and pamphlets

GS3. Record complete and correct customer discussions in crm/ms excel

GS4. Formulate correct sentences without any grammatical errors

GS5. Record precise and clear information for analysis/action by other departments

GS6. Comprehend remarks mentioned in crm

GS7. Identify problem narrated by the customer and provide apt resolution

GS8. Fluently speak and understand english and the regional language

GS9. Respond to customers q r c with a relevant answer

GS10. Gauge customers communication style and respond appropriately

GS11. Probe customers appropriately to understand nature of problem

GS12. Give clear instructions to customers

GS13. Avoid using jargons, slang, technical terms and acronyms when communicating with customers

GS14. Present a pleasant personality and enjoy communicating with people

GS15. Be sensitive to others feelings and calmly resolve conflicts

GS16. Switch over to customer's language to create comfort

GS17. Create a win-win situation with the customer, in case of disputes

GS18. Convince customers to buy company's products/services

GS19. Enlist reasons to customer, in case unable to provide immediate solution

GS20. Manage relationship irate or abusive customers

GS21. Display courtesy and professionalism

GS22. Be patient and attentively listen to the customer

GS23. Manage one's own time and the customers time by holding precise discussions/interactions

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	57	**43**	**-**	**-**
PC1. Follow token system, if installed, for data maintenance of number of walk-in customers and queue management	10	20	-	-
PC2. Prioritize customers basis categories and attend them accordingly	-	-	-	-
PC3. Manage walk-in customers and products/services subscribed by them	-	-	-	-
PC4. Categorize nature of customers interaction as a query, request or a complaint	-	-	-	-
PC5. Verify customer details for any account related information	15	-	-	-
PC6. Monitor correctness and completeness of customer documents and process them to backend/respective department	-	-	-	-
PC7. Obtain and address adequate information from the customer to login Q R C	-	10	-	-
PC8. Provide estimate of resolution time to the customer, if an immediate solution cannot be found	-	-	-	-
PC9. Record the customers interaction as a query, request or a complaint	7	8	-	-
PC10. Escalate unresolved problems/concerns to a competent internal/external specialist	-	-	-	-
PC11. Fulfill process of payment collection and submission against bill payments/recharges	5	-	-	-
PC12. Resolve customers problems within tat to attend other customers in queue	5	-	-	-
PC13. Analyze customers concern and pitch an appropriate retention tool	5	5	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14. Troubleshoot and resolve customers device related issues	5	-	-	-
PC15. Seek customers feedback in feedback register/diary/booklet	5	-	-	-
PC16. Use the empowerment matrix for the benefit of the customer	-	-	-	-
NOS Total	**57**	**43**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N0107
NOS Name	Service desk and customer management.
Sector	Telecom
Sub-Sector	Service Provider
Occupation	Customer Service
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	21/06/2018
Next Review Date	31/03/2022
NSQC Clearance Date	18/06/2015

TEL/N0108: Monitor and analyze self performance trends.

Description

This OS unit is about tracking, monitoring and measuring self performance trends.

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

PC1. Analyze self performance wrt job responsibilities versus performance targets and take corrective actions accordingly

PC2. Adhere to processes related to churn, collection and bad debtrecovery

PC3. Attain above average scores in internal/external audits

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Processes related to sales, churn, collection, bad debt recovery, complaint reduction, SLA adherence, revenue performance etc

KU2. How to review instant customer feedback scores

KU3. Basic working of a computer and MS excel

KU4. Navigation of intra net tools to extract daily, weekly, monthly reports

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. Read daily, weekly and monthly reports

GS2. Analyze and comprehend daily, weekly and monthly reports, to monitor performance

GS3. Discuss self performance basis performance criteria with the supervisor

GS4. Prepare assigned reports within available time limits

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	60	**40**	**-**	**-**
PC1. Analyze self performance wrt job responsibilities versus performance targets and take corrective actions accordingly	20	40	-	-
PC2. Adhere to processes related to churn, collection and bad debtrecovery	30	-	-	-
PC3. Attain above average scores in internal/external audits	10	-	-	-
NOS Total	**60**	**40**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N0108
NOS Name	Monitor and analyze self performance trends.
Sector	Telecom
Sub-Sector	Service Provider
Occupation	Customer Service
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	21/06/2018
Next Review Date	31/03/2022
NSQC Clearance Date	18/06/2015

TEL/N0109: Maintain Records & Data expertise

Description

This OS unit is about expertise in resolving data related Q R C

Scope

Key stakeholders: customer care executives, customers. Resolving data related: queries, requests, complaint.

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

PC1. Resolve customers data related issues

PC2. Reduce repeat walk-in/interactions of customers with data related queries

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Data related tariff plans, offers and schemes

KU2. Latest handset models and their functioning

KU3. Top issues faced in operating system, handsets etc

KU4. Latest technology prevalent in telecom for data

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. Read data related tariffs, offers and schemes

GS2. Interpret customers requirement and suggest related product/offer/scheme

GS3. Pitch best suited data related plans and products to the customers

GS4. Identify issue by asking relevant questions and resolve customers data related concern

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	**50**	-	-
PC1. Resolve customers data related issues	20	20	-	-
PC2. Reduce repeat walk-in/interactions of customers with data related queries	30	30	-	-
NOS Total	**50**	**50**	-	-

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N0109
NOS Name	Maintain Records & Data expertise
Sector	Telecom
Sub-Sector	Service Provider
Occupation	Customer Service
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	21/06/2018
Next Review Date	31/03/2022
NSQC Clearance Date	18/06/2015

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

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

2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.

3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).

5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.

6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.

7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Minimum Aggregate Passing % at QP Level : 70

(**Please note**: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
TEL/N0105.Shop/Showroom/Outlet and self management	50	50	-	-	100	20
TEL/N0106.Sell, up-sell and cross-sell.	40	60	-	-	100	20
TEL/N0107.Service desk and customer management.	57	43	-	-	100	20
TEL/N0108.Monitor and analyze self performance trends.	60	40	-	-	100	20
TEL/N0109.Maintain Records & Data expertise	50	50	-	-	100	20
Total	**257**	**243**	**-**	**-**	**500**	**100**

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
ACHT	Average call handling time
AHT	Average handling time
GSM	Global system for mobile communications
QRC	Query Request Complaints
SLA	Service level agreement
TAT	Turn around time
w.r.t.	With respect to

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
ACHT (Average call handling time)	The average recommended time to wrap up/close an interaction with a customer
AHT (Average hold time)	The average recommended time a customer may be kept on holdduring a phonetic interaction
Broadband	The term broadband refers to the wide bandwidth characteristics of a transmission medium and its ability to transport multiple signals and traffic types simultaneously. The medium can be coax, optical fiber, twisted pair or wireless. In contrast, baseband describes a communication system in which information is transported across a single channel.
'CRM (Customer RelationshipManagement)	Processes implemented to manage a company''s interactions with customers and prospects'

Cross-sell	Cross-selling is the action or practice of selling among or between established clients, markets, traders, etc. or the action or practice of selling an additional product or service to an existing customer
Customer	A customer (also known as a client, buyer, or purchaser) is the recipient of a good, service, product, or idea, obtained from a seller, vendor, or supplier for a monetary or other valuable consideration. There are two types of customers â€" internal and external. Internal customers are employees, retailers, distributors and external customers are end users.
'Customer care executive	Customer care executive interacts with customers to provide answers to queries, requests or complaints involving a company''s products or services'
Customer satisfaction scores/Instant engagement scores	The metrics to measure the customerâ€™s satisfaction level of the interaction with the customer service representative
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for
DTH (Direct to home)	DTH is defined as the reception of satellite programmes with a personal dish in an individual home.DTH does away with the need for the local cable operator and puts the broadcaster directly in touch with the consumer
Escalation matrix	The channel for escalating the issue/problem of the customer to a supervisor or senior who possesses more expertise in handling and resolving customerâ€™s concern.
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS
Helpdesk	A single desk to reach out for the customer for getting response to his queries, requests or complaints. A help desk is manned by specialists who are well versed with their organization and itâ€™s products and services
Intranet tools	Internal tools/applications of an organization that work only within the network of the organization
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization

Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge
NOS (National OccupationalStandards)	NOS are Occupational Standards which apply uniquely in the Indian context
Occupation	Occupation is a set of job roles under which role-holders perform similar/related set of functions in an industry
OS (Occupational Standards)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
QP (Qualifications Pack)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with, in carrying out the function which has a critical impact on the quality of performance required
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests
Sell	Selling is an act of promotion and influencing customers to buy a product or service, in return for money or other compensation
Service Provider	Is a sub sector to Telecom and consists of companies/organizations who provide service related to communications to the public
Shop/Showroom/Outlet	Is a retail store of a company/franchisee in which products are on sale, in a space created by the brand or company
SLA	(Service level agreement) An agreement or contract for the level of service to be provided

Specialists	Subject matter expertshave the domain experience, knowledge and expertise and can handle customer queries, requests and complaints
Sub-functions	Sub-functions are sub-activities essential to fulfill achievement of the objectives of the function
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components
Tagging/Raising	SR The process of capturing customer's interaction in CRM
TAT (Turn around time)	The time taken to resolve a request or a complaint of the customer
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Telecom	Is a communication sector consisting of companies who provide telephonic communication facilities to the public
Unit Code	Unit Code is a unique identifier for an OS unit, which can be denoted with either an 'O' or an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do
VAS (Value added service)	In the telecom industry, on a conceptual level, value-added services add value to the standard service offering, spurring the subscriber to use their phone more and allowing the operator to drive up their Average Revenue Per User. For mobile phones, while technologies like Short Messaging Service, Multi-media Messaging and data access were historically usually considered value-added services, but in recent years SMS, MMS and data access have more and more become core services, and VAS therefore has beginning to exclude those services.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry