

## Qualification Pack



# CRM Domestic Voice

QP Code: SSC/Q2210

Version: 1.0

NSQF Level: 4

IT-ITeS Sector Skill Council || NASSCOM Plot No - 7, 8, 9 & 10, 3rd Floor, Sector 126  
Noida Uttar Pradesh - 201303

## Qualification Pack

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## Qualification Pack

### SSC/Q2210: CRM Domestic Voice

#### Brief Job Description

Individuals in this job receive and make telephone calls which are primarily scripted, basic and routine with the assistance of a computerised system. They answer inquiries, resolve problems, record complaints and/or receive feedback.

#### Personal Attributes

This job requires the individual to work independently and interact with customers. The individual should be result oriented and should also be able to demonstrate logical thinking and interpersonal skills; ensure prioritization of workload and should be willing to work at a desk-based job.

#### Applicable National Occupational Standards (NOS)

##### Compulsory NOS:

1. [SSC/N3020: Make outbound calls to customers](#)
2. [SSC/N9001: Manage your work to meet requirements](#)
3. [SSC/N9003: Maintain a healthy, safe and secure working environment](#)

#### Qualification Pack (QP) Parameters

<b>Sector</b>	IT-ITeS
<b>Sub-Sector</b>	Business Process Management
<b>Occupation</b>	Customer Relationship Management (CRM)
<b>Country</b>	India
<b>NSQF Level</b>	4
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/5244.0101
<b>Minimum Educational Qualification &amp; Experience</b>	10th Class with 0-6 Months of experience
<b>Minimum Level of Education for Training in School</b>	8th Class



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<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	18 Years
<b>Last Reviewed On</b>	31/03/2018
<b>Next Review Date</b>	31/03/2022
<b>NSQC Approval Date</b>	19/05/2015
<b>Version</b>	1.0
<b>Reference code on NQR</b>	2015/ITES/ITSSC/00141
<b>NQR Version</b>	1.0

## Qualification Pack

### SSC/N3020: Make outbound calls to customers

#### Description

This unit is about making telephone calls to customers and prospective customers in order to sell products/services or with respect to an existing product or service used by them.

#### Scope

This unit/task covers the following: Customers:

- existing customers
- prospective customers
- appropriate people:
  - supervisor
  - other members of the sales team
  - subject matter experts

#### Elements and Performance Criteria

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

- PC1.** establish contact with customers, following your organizations procedures
- PC2.** introduce yourself and the purpose of your call, following standard scripts
- PC3.** obtain information from customers to identify their needs
- PC4.** make convincing sales pitches to customers following standard scripts
- PC5.** handle customer queries, objections and rebuttals following standard scripts
- PC6.** adapt your approach and style to customer preferences, within the limits of your competence and authority
- PC7.** refer issues outside your area of competence and authority to appropriate people, following your organizations procedures
- PC8.** identify and act on opportunities to up-sell or cross-sell other products/ services to customers
- PC9.** confirm customer wishes and needs in order to close sales
- PC10.** obtain required financial information from customers, following your organizations procedures
- PC11.** complete your organizations post-sales procedures in order to complete/ fulfill sales
- PC12.** comply with relevant standards, policies, procedures and guidelines when making outbound telesales calls

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** your organizations standards, policies, procedures and guidelines for making telesales calls and your role and responsibilities in relation to these
- KU2.** your organizations sales plan and priorities

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- KU3.** standard scripts and tools available for sales pitches, customer queries, objections and rebuttals
- KU4.** typical issues that may occur and how to address these
- KU5.** where to refer issues outside your authority
- KU6.** types of financial information required from customers and how to obtain this
- KU7.** the importance of confirming customer wishes and needs and how to do this
- KU8.** how to use your organizations tools, systems and procedures for recording, completing and fulfilling customer sales
- KU9.** the importance of introducing yourself and the purpose of the call
- KU10.** different styles and approaches to use when working with customers
- KU11.** how to adapt your style and approach to meet customers preferences
- KU12.** different questioning techniques for identifying customer needs and how to apply these
- KU13.** how to match products/services to customer needs
- KU14.** different opportunities for up-selling or cross-selling other products/services to customers
- KU15.** current practice in sales and customer service

## Generic Skills (GS)

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

- GS1.** complete accurate well written work with attention to detail
- GS2.** write in at least one local language
- GS3.** read instructions, guidelines, procedures, rules and service level agreements
- GS4.** communicate effectively in at least one local language
- GS5.** listen effectively and orally communicate information accurately
- GS6.** ask for clarification and advice from others
- GS7.** make a decision on a suitable course of action
- GS8.** plan and organize your work to achieve targets and deadlines
- GS9.** build and maintain positive and effective relationships with customers
- GS10.** work effectively in a customer facing environment
- GS11.** deliver consistent and reliable service to customers
- GS12.** check that your own work meets customer requirements
- GS13.** carry out rule-based transactions in line with customer-specific guidelines/procedures/rules and service level agreements
- GS14.** apply problem-solving approaches in different situations
- GS15.** seek clarification on problems from others
- GS16.** analyze data and activities
- GS17.** pass on relevant information to others
- GS18.** apply balanced judgments to different situations
- GS19.** check your work is complete and free from errors
- GS20.** work effectively in a team environment

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- GS21.** work independently and collaboratively
- GS22.** use information technology effectively to input and/or extract data accurately
- GS23.** store and retrieve information
- GS24.** agree objectives and work requirements
- GS25.** keep up to date with changes, procedures and practices in your role

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### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	45	255	-	-
<b>PC1.</b> establish contact with customers, following your organizations procedures	-	25	-	-
<b>PC2.</b> introduce yourself and the purpose of your call, following standard scripts	7.5	25	-	-
<b>PC3.</b> obtain information from customers to identify their needs	-	12.5	-	-
<b>PC4.</b> make convincing sales pitches to customers following standard scripts	-	25	-	-
<b>PC5.</b> handle customer queries, objections and rebuttals following standard scripts	-	25	-	-
<b>PC6.</b> adapt your approach and style to customer preferences, within the limits of your competence and authority	-	25	-	-
<b>PC7.</b> refer issues outside your area of competence and authority to appropriate people, following your organizations procedures	-	12.5	-	-
<b>PC8.</b> identify and act on opportunities to up-sell or cross-sell other products/ services to customers	-	12.5	-	-
<b>PC9.</b> confirm customer wishes and needs in order to close sales	-	12.5	-	-
<b>PC10.</b> obtain required financial information from customers, following your organizations procedures	-	12.5	-	-
<b>PC11.</b> complete your organizations post-sales procedures in order to complete/ fulfill sales	37.5	50	-	-
<b>PC12.</b> comply with relevant standards, policies, procedures and guidelines when making outbound telesales calls	-	17.5	-	-
<b>NOS Total</b>	<b>45</b>	<b>255</b>	<b>-</b>	<b>-</b>



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### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	SSC/N3020
<b>NOS Name</b>	Make outbound calls to customers
<b>Sector</b>	IT-ITeS
<b>Sub-Sector</b>	Business Process Management
<b>Occupation</b>	Customer Relationship Management (CRM)
<b>NSQF Level</b>	4
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	31/03/2018
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	NA

## Qualification Pack

### SSC/N9001: Manage your work to meet requirements

#### Description

This unit is about planning and organizing your work in order to complete it to the required standards on time.

#### Elements and Performance Criteria

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

- PC1.** establish and agree your work requirements with appropriate people
- PC2.** keep your immediate work area clean and tidy
- PC3.** utilize your time effectively
- PC4.** use resources correctly and efficiently
- PC5.** treat confidential information correctly
- PC6.** work in line with your organizations policies and procedures
- PC7.** work within the limits of your job role
- PC8.** obtain guidance from appropriate people, where necessary
- PC9.** ensure your work meets the agreed requirements

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** your organizations policies, procedures and priorities for your area of work and your role and responsibilities in carrying out your work
- KU2.** limits of your responsibilities and when to involve others
- KU3.** your specific work requirements and who these must be agreed with
- KU4.** the importance of having a tidy work area and how to do this
- KU5.** how to prioritize your workload according to urgency and importance and the benefits of this
- KU6.** your organizations policies and procedures for dealing with confidential information and the importance of complying with these
- KU7.** the purpose of keeping others updated with the progress of your work
- KU8.** who to obtain guidance from and the typical circumstances when this may be required
- KU9.** the purpose and value of being flexible and adapting work plans to reflect change
- KU10.** the importance of completing work accurately and how to do this
- KU11.** appropriate timescales for completing your work and the implications of not meeting these for you and the organization
- KU12.** resources needed for your work and how to obtain and use these

#### Generic Skills (GS)

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

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- GS1.** complete accurate work with attention to detail
- GS2.** read instructions, guidelines, procedures, rules and service level agreements
- GS3.** ask for clarification and advice from line managers
- GS4.** communicate orally with colleagues
- GS5.** make decisions on suitable courses
- GS6.** plan and organize your work to achieve targets and deadlines
- GS7.** agree objectives and work requirements
- GS8.** deliver consistent and reliable service to customers
- GS9.** check your own work meets customer requirements
- GS10.** refer anomalies to the line manager
- GS11.** seek clarification on problems from others
- GS12.** provide relevant information to others
- GS13.** analyze needs, requirements and dependencies in order to meet your work requirements
- GS14.** apply judgments to different situations
- GS15.** check your work is complete and free from errors
- GS16.** get your work checked by peers
- GS17.** work effectively in a team environment
- GS18.** use information technology effectively, to input and/or extract data accurately
- GS19.** identify and refer anomalies in data
- GS20.** store and retrieve information
- GS21.** keep up to date with changes, procedures and practices in your role

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	25	75	-	-
<b>PC1.</b> establish and agree your work requirements with appropriate people	-	6.25	-	-
<b>PC2.</b> keep your immediate work area clean and tidy	6.25	6.25	-	-
<b>PC3.</b> utilize your time effectively	6.25	6.25	-	-
<b>PC4.</b> use resources correctly and efficiently	6.25	12.5	-	-
<b>PC5.</b> treat confidential information correctly	-	6.25	-	-
<b>PC6.</b> work in line with your organizations policies and procedures	-	12.5	-	-
<b>PC7.</b> work within the limits of your job role	-	6.25	-	-
<b>PC8.</b> obtain guidance from appropriate people, where necessary	-	6.25	-	-
<b>PC9.</b> ensure your work meets the agreed requirements	6.25	12.5	-	-
<b>NOS Total</b>	<b>25</b>	<b>75</b>	-	-

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### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	SSC/N9001
<b>NOS Name</b>	Manage your work to meet requirements
<b>Sector</b>	IT-ITeS
<b>Sub-Sector</b>	IT Services
<b>Occupation</b>	Across all occupations
<b>NSQF Level</b>	4
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	27/01/2022
<b>Next Review Date</b>	27/01/2025
<b>NSQC Clearance Date</b>	27/01/2022

## Qualification Pack

### SSC/N9003: Maintain a healthy, safe and secure working environment

#### Description

This unit is about monitoring your working environment and making sure it meets requirements for health, safety and security

#### Elements and Performance Criteria

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

- PC1.** comply with your organizations current health, safety and security policies and procedures
- PC2.** report any identified breaches in health, safety, and security policies and procedures to the designated person
- PC3.** identify and correct any hazards that you can deal with safely, competently and within the limits of your authority
- PC4.** report any hazards that you are not competent to deal with to the relevant person in line with organizational procedures and warn other people who may be affected
- PC5.** follow your organizations emergency procedures promptly, calmly, and efficiently
- PC6.** identify and recommend opportunities for improving health, safety, and security to the designated person
- PC7.** complete any health and safety records legibly and accurately

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** legislative requirements and organizations procedures for health, safety and security and your role and responsibilities in relation to this
- KU2.** what is meant by a hazard, including the different types of health and safety hazards that can be found in the workplace
- KU3.** how and when to report hazards
- KU4.** limits of your responsibility for dealing with hazards
- KU5.** your organizations emergency procedures for different emergency situations and the importance of following these
- KU6.** the importance of maintaining high standards of health, safety and security
- KU7.** implications that any non-compliance with health, safety and security may have on individuals and the organization
- KU8.** different types of breaches in health, safety and security and how and when to report these
- KU9.** evacuation procedures for workers and visitors
- KU10.** how to summon medical assistance and the emergency services, where necessary
- KU11.** how to use the health, safety and accident reporting procedures and the importance of these
- KU12.** government agencies in the areas of safety, health and security and their norms and services

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### Generic Skills (GS)

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

- GS1.** complete accurate, well written work with attention to detail
- GS2.** read instructions, guidelines, procedures, rules and service level agreements
- GS3.** listen effectively and orally communicate information accurately
- GS4.** make decisions on suitable courses of action
- GS5.** plan and organize your work to meet health, safety and security requirements
- GS6.** build and maintain positive and effective relationships with colleagues and customers
- GS7.** apply problem solving approaches in different situations
- GS8.** analyze data and activities
- GS9.** apply balanced judgments to different situations
- GS10.** check your work is complete and free from errors
- GS11.** get your work checked by peers
- GS12.** work effectively in a team environment
- GS13.** identify and refer anomalies
- GS14.** help reach agreements with colleagues
- GS15.** keep up to date with changes, procedures and practices in your role

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### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	30	70	-	-
<b>PC1.</b> comply with your organizations current health, safety and security policies and procedures	10	10	-	-
<b>PC2.</b> report any identified breaches in health, safety, and security policies and procedures to the designated person	-	10	-	-
<b>PC3.</b> identify and correct any hazards that you can deal with safely, competently and within the limits of your authority	10	10	-	-
<b>PC4.</b> report any hazards that you are not competent to deal with to the relevant person in line with organizational procedures and warn other people who may be affected	-	10	-	-
<b>PC5.</b> follow your organizations emergency procedures promptly, calmly, and efficiently	10	10	-	-
<b>PC6.</b> identify and recommend opportunities for improving health, safety, and security to the designated person	-	10	-	-
<b>PC7.</b> complete any health and safety records legibly and accurately	-	10	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	SSC/N9003
<b>NOS Name</b>	Maintain a healthy, safe and secure working environment
<b>Sector</b>	IT-ITes
<b>Sub-Sector</b>	IT Services
<b>Occupation</b>	Across all occupations
<b>NSQF Level</b>	4
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	27/01/2022
<b>Next Review Date</b>	27/01/2025
<b>NSQC Clearance Date</b>	27/01/2022

## Assessment Guidelines and Assessment Weightage

### Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) (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 PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
5. In case of successfully passing only certain number of NOSs, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.
6. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack

**Minimum Aggregate Passing % at QP Level : 70**

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**(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
SSC/N3020.Make outbound calls to customers	45	255	-	-	300	60
SSC/N9001.Manage your work to meet requirements	25	75	-	-	100	20
SSC/N9003.Maintain a healthy, safe and secure working environment	30	70	-	-	100	20
<b>Total</b>	<b>100</b>	<b>400</b>	<b>-</b>	<b>-</b>	<b>500</b>	<b>100</b>

## Acronyms

<b>NOS</b>	National Occupational Standard(s)
<b>NSQF</b>	National Skills Qualifications Framework
<b>QP</b>	Qualifications Pack
<b>TVET</b>	Technical and Vocational Education and Training
<b>IT</b>	ITes: Information Technology
<b>BPO</b>	Business Process Outsourcing
<b>KPO</b>	Knowledge Process Outsourcing
<b>LPO</b>	Legal Process Outsourcing
<b>IPO</b>	Information Process Outsourcing
<b>BCA</b>	Bachelor of Computer Applications
<b>B.Sc</b>	. Bachelor of Science

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### Glossary

<b>Sector</b>	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.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	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.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	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.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	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.
<b>Scope</b>	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.

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<b>Knowledge and Understanding (KU)</b>	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.
<b>Organisational Context</b>	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.
<b>Technical Knowledge</b>	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
<b>Core Skills/ Generic Skills (GS)</b>	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.
<b>Electives</b>	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.
<b>Options</b>	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.
<b>Helpdesk</b>	Helpdesk is an entity to which the customers will report their IT problems. IT Service Helpdesk Attendant is responsible for managing the helpdesk.