Department of Empowerment of Persons with Disabilities (Divyangjan)
Ministry of Social Justice & Empowerment

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Participant Handbook

Sector
IT-ITeS

Sub-Sector
Business Process Management (BPM)

Occupation
Customer Relationship Management (CRM)

Reference Id: **SSC/Q2211, Version 3.0**
SCPwD Reference Id: **PWD/SSC/Q2211, Version 3.0**
NSQF Level: 3

Customer Care Executive – Domestic (Non-Voice) (Divyangjan)

for Locomotor Disability
for Low Vision
for Visual Impairment
for Speech and Hearing Impairment

First Edition, October 2016

IT – ITeS Sector Skill Council NASSCOM

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For LD -2022/PWD/SCPWD/06485
For SHI- 2022/PWD/SCPWD/06486
For LV- 2022/PWD/SCPWD/06487
For VI-2022/PWD/SCPWD/06491

> Skilling is building a better India.
> If we have to move India towards development then Skill Development should be our mission.

Shri Narendra Modi
Prime Minister of India

Certificate

COMPLIANCE TO
QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

Skill Council for Persons with Disability

for

SKILLING CONTENT: PARTICIPANT HANDBOOK

Complying to National Occupational Standards of

Job Role/ Qualification Pack: Customer Care Executive - Non- Voice (Divyangjan), QP No SSC/Q2211, NSQF Level 4

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NASSCOM would like to express its gratitude towards IT, especially towards its company representatives, who believe in our vision of improving employability for the available pool of Customer Relationship Management students. SSC NASSCOM makes the process easier by developing and implementing courses that are relevant to the projected industry requirements.

The aim is to close the industry-academia skill gap and create a talent pool that can withstand upcoming externalities within the IT industry.

This initiative is the belief of NASSCOM and concerns every stakeholder – students, academia, and industries. The ceaseless support and tremendous amount of work offered by IT members to strategize meaningful program training materials, both from the context of content and design are truly admirable.

About this Book

This participant Handbook has been designed to serve as a guide for participants who aim to obtain the required knowledge and skills to undertake various activities in the role of a Customer Care Executive-Domestic Non-Voice. Its content has been aligned with the latest Qualification Pack (QP) prepared for the job role. With a qualified trainer's guidance, participants will be equipped with the following for working efficiently in the job role:

- **Knowledge and Understanding:** The relevant operational knowledge and understanding to perform the required tasks.
- **Performance Criteria:** The essential skills through hands-on training to perform the required operations to the applicable quality standards.
- **Professional Skills:** The ability to make appropriate operational decisions about the field of work.

The Participant Handbook details the relevant activities to be carried out by a Customer Care Executive-Domestic Non-Voice. After studying this handbook, job holders will be adequately skilled in carrying out their duties according to the applicable quality standards. The handbook is aligned with the following National Occupational Standard (NOS) detailed in the latest and approved version of Customer Care Executive-Domestic Non-Voice QP.

- SSC/N3021- Deal remotely with customer queries – Domestic
- DGT/VSQ/ N0102 - Practice Employability Skills

The Handbook has been divided into appropriate number of units and sub-units based on the content of the relevant QP. We hope it will facilitate easy and structured learning for the participants, allowing them to obtain enhanced knowledge and skills.

Symbols Used

Key Learning Outcomes | Unit Objectives | Exercise | Tips | Notes | Activity | Summary

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1. Introduction to the Job Role of Customer Care Executive – Domestic (Non-Voice)

Unit 1.1 - Job Role of a Customer Care Executive – Domestic (Non-Voice)

Unit 1.2 - An Introduction to the ITeS Sector

Bridge Module

Key Learning Outcomes

At the end of this module, participants will be able to:

1. Explain the relevance of the IT-BPM sector
2. Identify the career path for a customer relationship manager

UNIT 1.1: Job Role of a Customer Care Executive – Domestic (Non-Voice)

Unit Objectives

At the end of this unit, participants will be able to:

1. Evaluate the job role of a Customer Care Executive – Domestic (Non-Voice)
2. Discuss the essential skills required to become a successful Customer Care Executive – Domestic (Non-Voice)

1.1.1 Job Role and Responsibilities

About the Role of CCE-CRM No Voices Home page

Non-verbal BPOs are identical to voice. The only difference, of course, is that a voiceless indoor CCE won't use a voice. What CCE should be familiar with are written communication skills, especially in English, as many non-vocal BPO tasks include composing emails to clients around the world and hosting conversations, directly on the Web.

We are talking about services related to customer interaction through "chat and email support". Job growth opportunities abound in the non-linguistic sector. As CCEs gain knowledge and experience, they can seek roles to lead, manage, and support.

Who is the customer?

A Customer is the person who receives the best service, product or idea available from a seller, retailer or supplier for consideration or other value. In other words, a customer is an individual or organization that the advertiser believes will benefit from the goods and services provided by the merchant organization. As this definition suggests, the customer is not really the advertiser's buyer yet.

What is a voiceless national process customer service manager?

A customer service agent (Doesn't talk) is someone who deals directly with customers, but via live chat or email, not over the phone. In this role, since there is no chat, that's why it is called a voiceless process. Inquiries and complaints are made and resolved via email or live chat. The CCE is responsible for the client relationship on behalf of the company where he works.

This course will train you to take up job of a CCE in a non-voice domestic process. Domestic, as this Job Role will deal with Customers based in India only and not internationally.

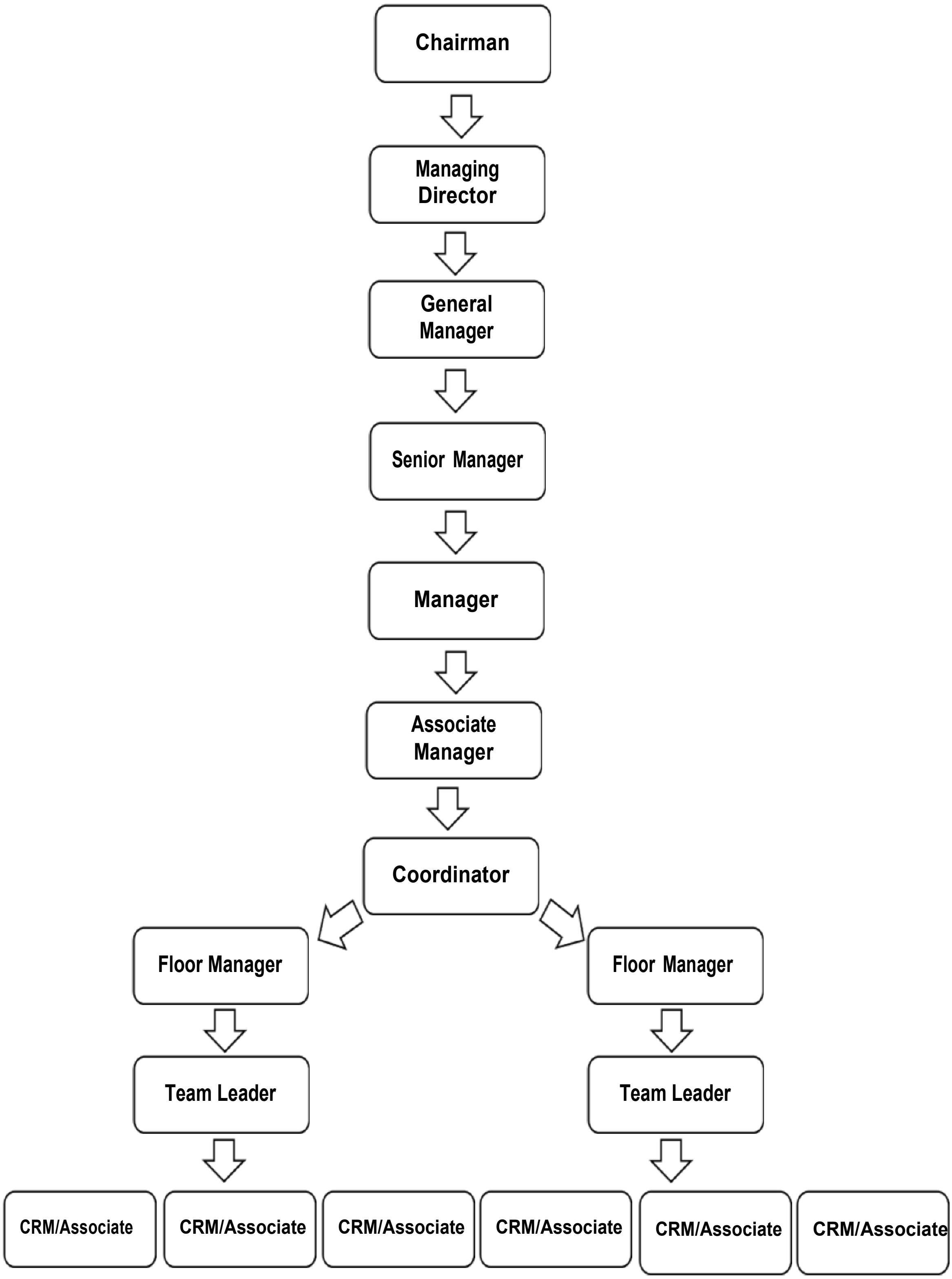

Fig 1.1.1: A career path for a Customer Care Executive

1.1.2 Role and Responsibilities of CCE - CRM Domestic Non Voice

1. **To answer customer queries and manage customer expectations through web chat and email (non-voice) interactions**
    - Non-voice CCE is required for live chat response or customer email.
    - He needs to interact with clients patiently and professionally.
    - When a chat or email request is received, CCE responds to questions, resolves issues, registers complaints, and/or receives feedback.
    - Since there are no chats or answering chats and maximum interaction is in writing, customer relationship managers must be good at their written communication skills. In a non-voice-based process, speaking skills are not tested and writing skills will be more stressed. Employees write emails, accounts, questionnaires, and more. He must follow the right process to start and end a conversation with the customer.
    - Must know the proper handling or documentation of online or offline data.
2. **Provide efficient customer service, such as handling complex customer queries, problems, complaints and questions.**
    - CCE should know the customer's needs. He must be well aware of the ways of dealing with customers and follow the proper process to fulfill the needs. He or she must be familiar with the problems the client wants to solve.
    - CCE has a dedicated space to deal with customer requests or complaints
    - If the problem remains unresolved on his part or if it is outside his area of concern, he must know how and when to solve the problem and to whom. Issues need to be addressed to the right people at the right time.
3. **Maintain high standards of customer relations by maintaining, achieving and maintaining outstanding quality standards.**
    - CCE will not only respond to customer requests, but also proactively provide insights and insights to improve customer issues and challenges.
    - CCE will monitor any issues and ensure maximum satisfaction and utilization of the product or service sold to the customer if working in a sales process.
4. **Manage all day-to-day work and process-related work according to instructions.**
    - CCE is expected to take into account the turnaround time for each issue. If, for a certain type of problem, the turnaround time for a CCE is 24 hours, then he must get back to the customer to come up with a solution within this time frame.
    - Each CCE must meet certain targets assigned for the month or quarter. Its performance is reviewed regularly. He is responsible for achieving the set goals and behaves well during the exam. This is one of the key areas of CCE roles and responsibilities.
    - To keep abreast with constant changes in regulations and developments within the industry to help customers most effectively and avoid repeat contacts.

Skill Set Required

- Excellent written skills
- Must be Customer Centric.
- Must have an analytical bent of mind.

- Excellent knowledge of basic computer skills.

Ability to take on stretch assignments and deliver under pressure.

- Must be patient motivated towards work.
- Willing to work on rotational shifts, weekly offs and exigencies arising out of business requirements.

Stay up to date

While keeping up with industry news may seem like just one more thing to add to your to-do list, there are several important benefits.

First, you'll make better decisions and spot threats and opportunities early, which can give you a competitive edge. Second, staying up to date on your industry is key to developing your expertise. By developing expertise in your profession and industry, you will earn the trust and respect of those around you. To stay up to date with news and developments in your industry, the first thing you need to do is identify the best sources to use. This is a list of traditional and online sources. Choose the most appropriate sources based on your industry and the type of work you do.

Traditional Sources:

Finding a Mentor

A great place to start is to find a mentor in your organization. Mentors can not only help you with career issues and develop your career, they can provide you with a wealth of insider knowledge, as well as knowledge to understand it.

Read newsletter

Stay informed with your company's newsletters and publications. These also provide networking opportunities by notifying you about meetings and conferences.

Connect face-to-face

Connect face-to-face can be one of the most useful ways to stay up to date with industry news and trends. Often, professional relationships can turn into deep friendships, especially when you see each other often.

Online sources:

Blog

Blogs aren't just for personal journaling anymore. Many bloggers are respected for their high quality work and honest opinions. Do a web search for commonly used keywords in your industry - it may take some time, but you should be able to find high-quality blogs relevant to your job and industry.

Twitter

Twitter can be a great place to find industry leaders and organizations and stay up to date with relevant news and trends.

Use it to find acquaintances in your industry by searching for relevant keywords on Twitter. (You can get the most out of Twitter if you start a conversation with the people you follow.)

LinkedIn

Using LinkedIn is a great way to connect with colleagues, business groups, and industry leaders. . You can join industry-specific groups and get the latest updates from individuals and organizations.

Forum

Membership sites and discussion forums may be filled with inside information relevant to specific topics or industries; and chatting with other professionals in your industry can help you network and develop your skills, especially if you are working in a technology sector, such as IT.

Importance of Informing Client of the Progress and Time to Resolve Client Requests

The Client must be informed of the working time in relation to its Requests. This can be done by the CCE because over a period of time the CCE will have an idea of how long their work will take and will be able to set realistic deadlines for even the smallest task related to their requirements or customer demand. While notifying customers, CCE should always keep a window of time for unforeseen actions that may need to be taken.

Typical response times to customer inquiries and their importance

Superiors, in mutual consultation with CCE or otherwise, should also set a time limit. Maximum specificity to answer customer inquiries. Response times in exceptional circumstances should also be specified by the Supervisor. This is important as it ensures a quick response to the customer and will result in long-term customer satisfaction.

Personal Attributes of a CCE

- Good Communication Skills
- Self-control
- Good work ethics
- Patience
- Ability to relate/ empathise
- Willing to help when needed
- Willing to work for stretched hours/ to go extra mile
- Work well with others
- Keen to read and upgrade knowledge
- Good at Public Dealing
- Always have a positive state of mind

Customer Expectations

These are beliefs about a product or service. For example, when customers buy a product or service, they already have a specific set of expectations. These expectations are based on their perception of the product/service, the company, and the industry. These expectations are formed by past experience and the experiences of others with whom the customer interacts. Therefore, knowing customer expectations is the first and perhaps most important step in providing good quality service. Misleading customer expectations can mean losing customers.

Simply put, customer expectations are the wants and needs of the customer. This is often expressed by the value of the product and its features, including customer service and after-sales service. As a CSR, you must meet or exceed customer expectations to achieve customer satisfaction.

Meeting customer requirements through work

- Few principles of customer management that an Operator can deploy in his daily routine are
- Look for continuous improvement in your work process so that all stakeholder's needs are met
- When handling customers focus not just on domain knowledge but interpersonal skills as well.
- Ensure that current process and systems are properly mapped so that you can deliver on customer requirement with speed and quality
- Actively seek customer feedback so you can improve your service delivery
- Deal with customer queries and problems with current mix of empathy, apology and resolution
- Ensure that you focus on the real problem and solve it instead of merely the symptoms
- Focus on prevention of the problem rather than fixing the problem. In the event of the problem being repetitive, pre-empt the problem by fixing it before hand
- Involve your supervisor and team in articulating a customer management strategy.
- Share your customer management experience with team on a regular basis, take feedback and incorporate into your process
- All these points will ensure that the customer requirements are met properly.

Stick to Changes, Procedures, and Practices in Their Role

A CCE must adhere to the procedures and practices adopted in their work. He should attend all training programs of his organization and also educate himself to keep up to date.

Keep up to date with changes, procedures and practices in your role

A CCE must keep himself updated with the procedures and practices employed in his work. He must attend all the training programs in his organisation and do self-learning as well to keep himself updated

The more the CCE learns about the work he does and how it impacts the organisation, the better will he be able to deliver on his work.

UNIT 1.2: An Introduction to the ITeS Sector

Unit Objectives

At the end of this unit, participants will be able to:

1. Analyse the key factors of the IT-ITeS sector
2. Discuss the current trends of the sector

1.2.1 An Overview of the IT- ITeS Sector

Non-voice CRM is part of ITeS field. This field is aimed at communicating with customers to answer their questions, requests and complaints or also to recommend the company's products and services. These interactions are also used to market and sell ITeS products and services. India's IT services industry is one of the fastest growing, showing rapid and steady growth over the past few years.

ITeS (Information Technology Enabled Services)

Information Technology Enabled Services (ITeS), is a form of outsourcing service that has emerged due to the participation of IT in various fields such as telecommunications, banking, finance , telecommunications, insurance and travel among others. Some examples of ITS are chat-based interaction, medical transcription, in-office accounting, insurance claims, and credit card processing.

India's IT and Information Technology (ITeS) industry goes hand in hand in every respect. This industry is not only changing the image of India on a global basis, but it is also driving economic growth by boosting the higher education sector (especially in engineering and IT). These industries employ more than 10 million Indians and thus have contributed significantly to the economic growth and social transformation of our country.

About ITeS in India

Call Centres provide customer interaction and communication services

- Back office operations of various large Companies are done in BPOs, eg. British Airways has its reservation system running out of India
- Most of the top international banks channel their data- churning needs to their units in India
- ITeS sector includes services ranging from
  - Call Centres
  - Claims processing, e.g. Insurance
  - Office operations such as accounting, data processing, data mining
  - Billing and collection, e.g. Telephone bills
  - Internal audit and pay roll, e.g. Salary bills on monthly basis
  - Cash and investment management, e.g.
  - Routine jobs given to a third party and giving importance to core business
- With an increased focus on penetration and tapping of the international markets, and keeping

diversification and cost-effectiveness in mind, companies in the IT industry have been resorting to hiring off-site manpower

- This talent pool is carefully chosen, according to the criteria predefined by the onsite Human Resources department
- The off-site employees should be highly skilled and updated on latest technological prowess, and should be able to communicate fluently in English and other local languages, depending on the off-site locations
- They should be well-versed with ground-breaking technical solutions like the SMAC (Social Media, Mobility, Analytics and Cloud-Computing), Artificial Intelligence (AI), Robotics and Embedded Systems

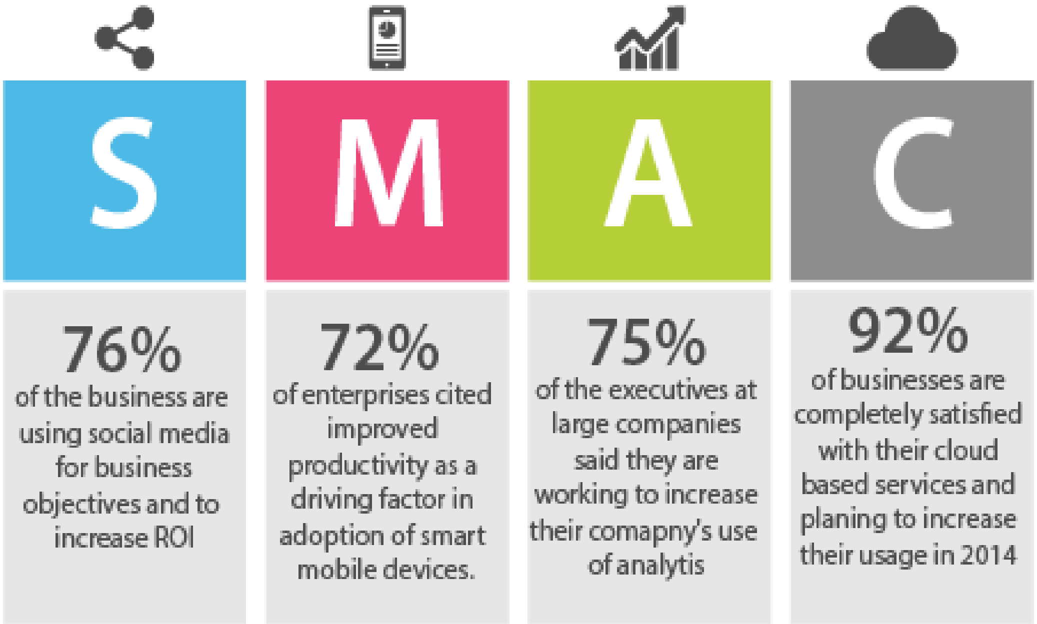

Fig 1.2.1: SMAC Model (Image courtesy: www.socialdnalabs.com)

Information technology (IT) is the application of computers and telecommunications equipment to store, retrieve, transmit, or analyze data, often in the context of a business or other business activity. The term is often used as a synonym for computers and computer networks, but it also includes other information delivery technologies such as television and telephone.

Today, a country's IT potential is essential to its progress towards global competitiveness, generating a healthy Gross Domestic Product (GDP) and meeting energy and energy challenges and environment.

India is one of the fastest growing IT services markets in the world. It is also the largest outsourcing destination in the world. The country's cost competitiveness in providing IT services continues to be its USP in the global procurement market. India has the potential to build a $100 billion software products industry by 2025, according to the Indian Software Products Industry Roundtable (ISPIRT).

Why is the IT sector growing?

- Rapid industrialization
- Partial privatization of telecommunication
- Growth of IT parks in the country

- Development of SEZ; which also help IT companies get tax benefits
- A large number of resources readily available in the country
- Low operating costs
- Tax breaks and cooperative policies offered by the government

Summary

- A CRM is the voice of the company
- The professional skills required for this role are:
  - Learning skills
  - Communication skills
  - Interpersonal skills
  - Customer handling skills
  - Time management
  - Anger management
  - Teamwork
  - Telephone etiquette and the ability to respond professionally to clients on the telephone
  - Attention to detail and the ability to follow specific instructions
  - Problem solving skills over the telephone
- Call Centres provide customer interaction and communication services
- Back office operations of various large Companies are done in BPOs, eg. British Airways has its reservation system running out of India.
- ITeS sector includes services ranging from:
  - Call Centres
  - Claims processing, e.g. Insurance
  - Office operations such as accounting, data processing, data mining
  - Billing and collection, e.g. Telephone bills
  - Internal audit and pay roll, e.g. Salary bills on monthly basis
  - Cash and investment management, e.g.
  - Routine jobs given to a third party and giving importance to core business

Notes

Exercise

State true or false against the following statements:

1. ITeS stands for Information Technology Essential Services.
2. A CRM doesn't need to interact with end clients.
3. Call centres fall under ITeS category.
4. India has the potential to build a US$ 100 billion software product industry by 2025.
5. As a CSR you must meet or exceed customer expectations in order to achieve customer satisfaction.

Activity

- This activity is in the form of "Industrial Visit"
- The trainer will arrange a session at a call centre to show the trainees how things work
- The trainees will carry Student's ID, pen and notebook with them
- The trainer will introduce an expert to the trainees who will explain the process flow
- The trainer will introduce trainees to the tools and equipment that a CRM uses
- The trainees will take down important notes and if they have any doubt, they will raise hand and get clarification from the expert/ trainer
- The trainer and the class will thank the expert for giving them his/ her valuable time.

Scan the QR codes or click on the link to watch the related videos

youtu.be/w72P22UGjAQ

Introduction to the Job Role of CCE - Domestic (Non-Voice)

2. Attending Customer Queries

Unit 2.1 - Capture Query and Identify SLA for Resolution

SSC/N3021

Key Learning Outcomes

At the end of this module, participants will be able to:

1. List the various segments in non-voice customer service, tools, and techniques
2. Identify the role and importance of non-voice technology tools for resolving queries

UNIT 2.1: Capture Query and Identify SLA for Resolution

Unit Objectives

At the end of this unit, participants will be able to:

1. Use techniques for careful reading
2. Implement policies provided as per guidelines

2.1.1 Use Techniques for Careful Reading

A CCE responds to customer's queries and requests, gives details about products and services and resolve complaints with regular follow-ups. They are the ones customers come in contact with in case of any doubt.

In this Module, we will get acquainted with types of interactions customer relationship executive has over chat or email.

Solve routine problems via web or chat

Query is question or inquiry. Through a query a customer tries to get information about a product or service.

Some of the areas that a query can be about include:

- Price comparison
- Availability of product
- Product information

Live chat provides a quick, two-way interaction suitable for simple problem solving, often in support of self-service. Online chat offers a powerful engagement platform that is real-time, secure, personal and very cost-effective — attractive attributes as companies look to engage more customers online while reducing their chat/ email volumes into the contact centre. However, the key is to launch and manage online chat effectively to avoid potential customer frustration and brand damage.

How to start a chat:

1. **Greet the customer:** The first and foremost thing to keep in mind while starting a conversation with a customer is to greet him/her. The greeting should be like a warm welcome to the customer ensuring to be with him until he/she is done with the query or request raised. Though, greeting should be according to the company's prescribe procedure, avoid keeping it wordy and then come to offer help right away.

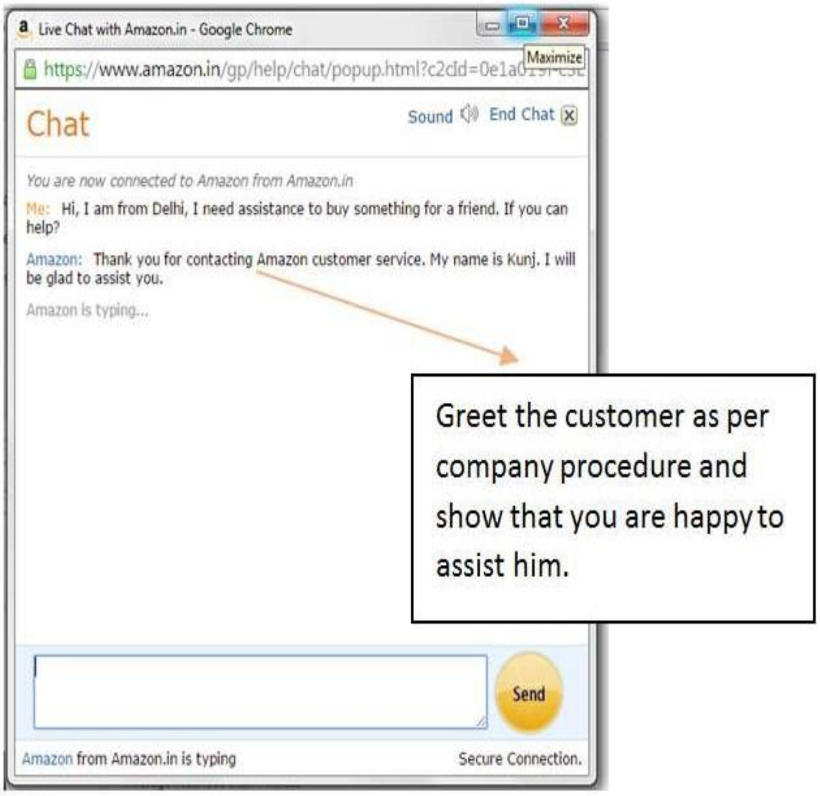

Fig 2.1.1: Start a chat with proper greeting sentence

2. **Verifying details:** Ask the customer his details so that you can be sure of who he is and from where is he chatting, whether your service area is same or not, whether customer is the registered one or not, if yes, your CRM data will give you the information which you can update based on customer's query or request.

3. **Obtaining Requests over Email:** This is another way of receiving customer's queries/requests/ complaints and sending them solutions. Resolution of problems through emails does not happen in real time and thus the customer relationship executive needs to see the category of problem, decide turnaround time for that, inform customer about it and get back to the customer before that time period.

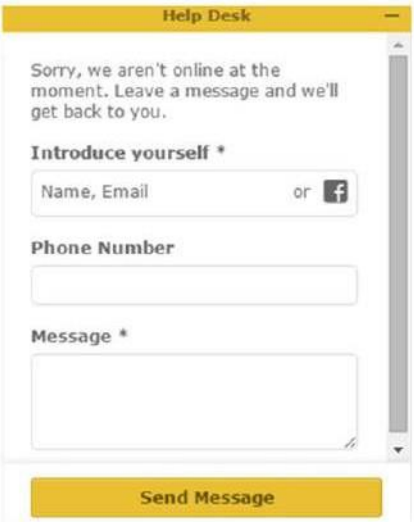

Fig 2.1.2: Obtain information from customers over email

Complaint Sent through Email

A customer sends a complaint to the company through email on 28-10-2014 complaining about the delay in delivery of his ordered product. The customer also complains about the website not showing the order progress.

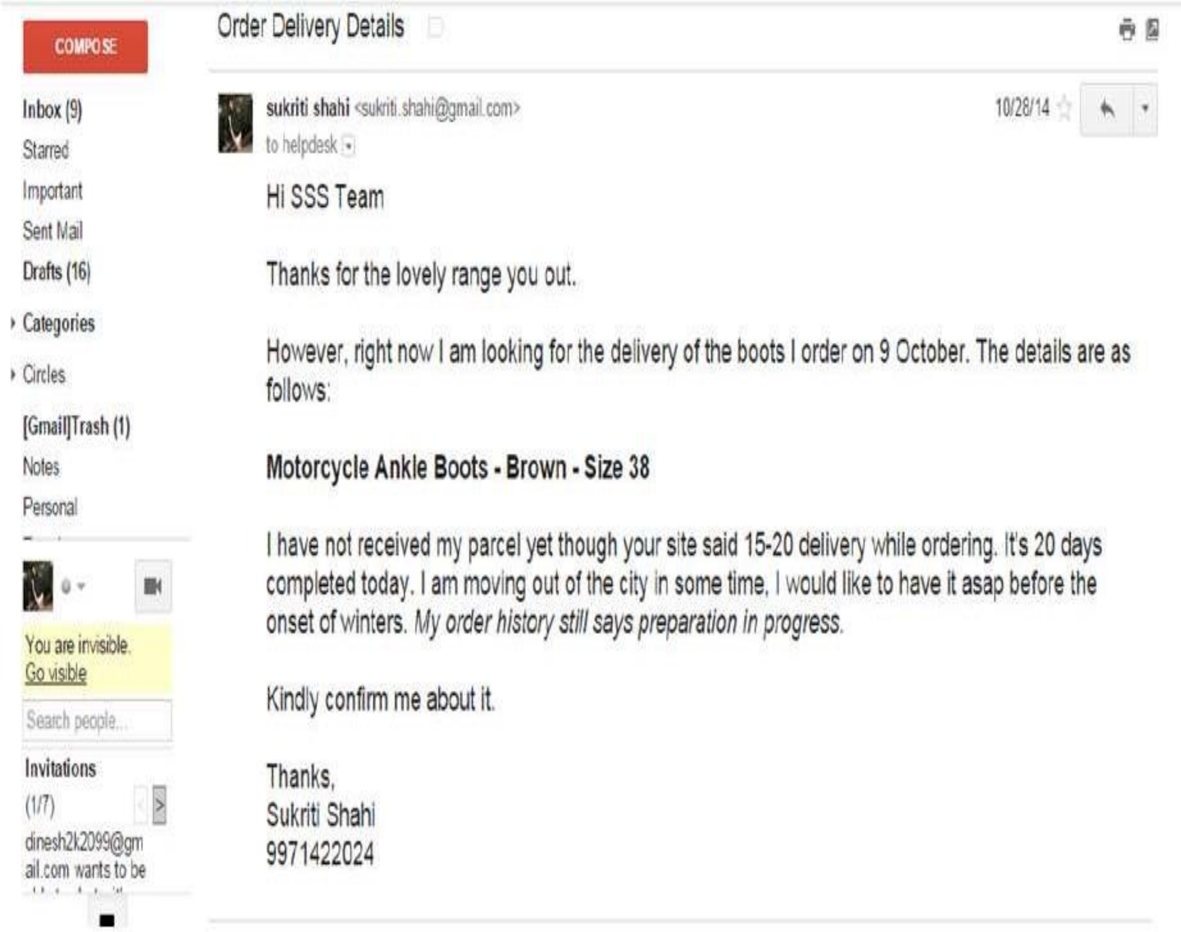

Fig 2.1.3: Read the complaint email carefully before responding

The answer to the same is received on the same date after some time which clearly acknowledges the customer's problem and mentions the turnaround time for the same.

Case Study 1: Price Comparison

In this example, the customer is inquiring about a foreign brand price difference in India and abroad.

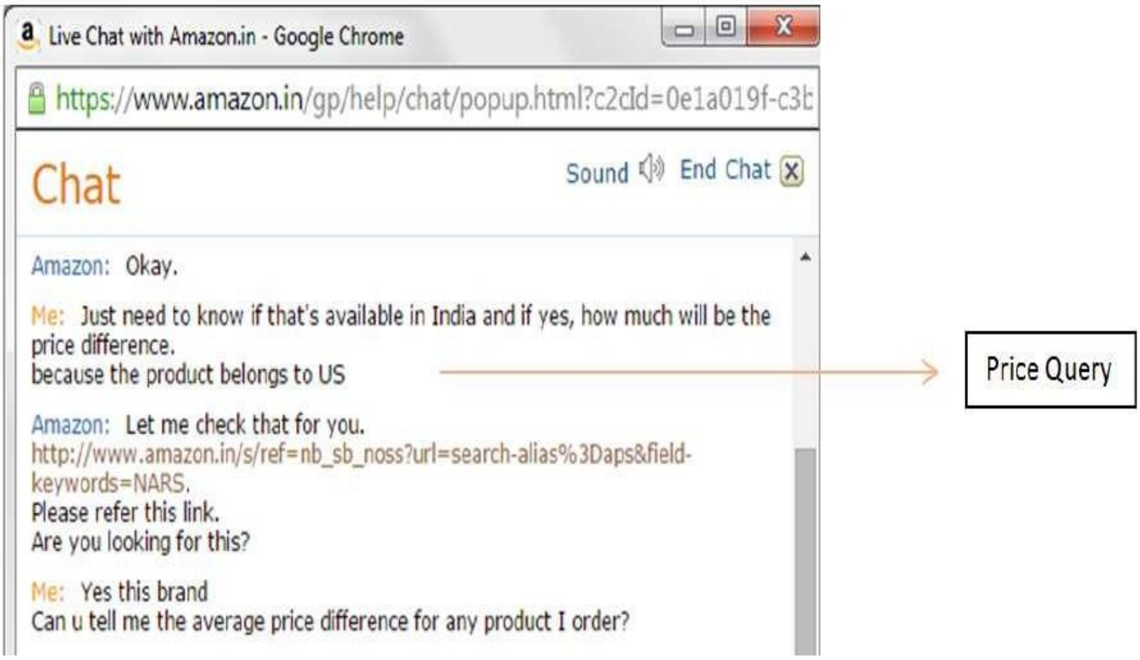

Fig 2.1.4: An email regarding price comparison

Case Study 2: Request for Assistance

In this example, the customer is requesting the customer relationship executive to help him out on deciding a gift for a baby's first birthday. The customer is requesting to help him plan a small surprise gift.

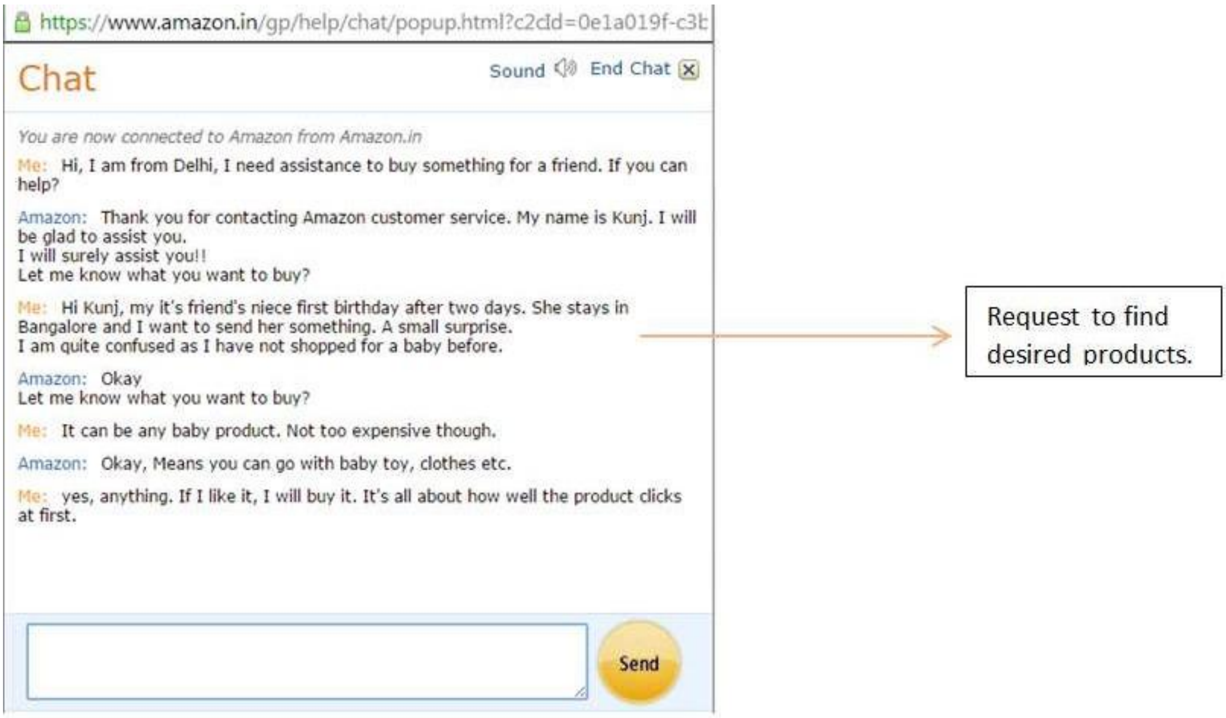

Fig 2.1.5: An Example of request for assistance

Summary

- A CCE responds to customer's queries and requests, gives details about products and services and resolve complaints with regular follow-ups
- Query is question or inquiry. Through a query a customer tries to get information about a product or service
- Some of the areas that a query can be about include:
    - Price comparison
    - Availability of product
    - Product information
- Live chat provides a quick, two-way interaction suitable for simple problem solving, often in support of self-service
- The first and foremost thing to keep in mind while starting a conversation with a customer is to greet him/her
- Resolution of problems through emails does not happen in real time and thus the customer relationship executive needs to see the category of problem, decide turnaround time for that, inform customer about it and get back to the customer before that time period.

Notes

Exercise

State True or False against the following statements

1. CCEs do not entertain complaints sent by the customers.
2. Through a query a customer tries to get information about a product or service.
3. Live chat leads to prolonged resolution.
4. Resolution of problems through emails does not happen in real time.
5. The first and foremost thing to keep in mind while starting a conversation with a customer is to empathize with him/her.

Activity

Activity 1

- This activity is in the form of role play
- The Trainer will divide the class in pairs
- Each pair will participate in the game
- The game is divided into two segments
- In the first segment, one participant from each pair will play the customer and the rest will lay CCEs
- The customers must send a query or a complaint chat
- The CCEs should try to solve that
- In the second segment, roles will be swapped.

Scan the QR codes or click on the link to watch the related videos

youtu.be/bOpWwvhT6SI

Capture Query and Identify SLA for Resolution

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3. Process of Query Management

Unit 3.1 - Query Resolution Tools

Unit 3.2 - Resolve Queries within Your Area of Competence or Authority

SSC/N3021

Key Learning Outcomes

At the end of this module, participants will be able to:

1. List different software needed for query management and tracking, recording customer complaints like MS office, MS Excel, and other licensed software
2. Distinguish the types of technical and non-technical queries

UNIT 3.1: Query Resolution Tools

Unit Objectives

At the end of this unit, participants will be able to:

1. List different software required to record and track queries and complaints

3.1.1 Demonstrate Use of Query Resolution Software

Management systems and tools for recording, classifying, documenting, classifying, prioritizing and resolving customer queries

MS Office provides you with a suite of applications such as MS Word, MS Excel , MS PowerPoint and MS Outlook. However, you will need MS Office and MS Excel for query processing i.e. tracking customer queries and complaints.

- Microsoft Word: Allows users to enter text and add images to documents.
- Microsoft Excel: Allows users to enter data into spreadsheets and create calculations and charts.
- Microsoft PowerPoint: Allows users to add text, images, media, and create slideshows and slideshows.
- Microsoft Outlook: Allows users to send and receive email.
- Microsoft OneNote: Allows users to draw and write notes with a pen-on-paper feel.
- Microsoft Access: Allows users to store data across multiple tables.

A popular choice for email management, especially at work, Microsoft Outlook also includes an address book, a notebook, a web browser, and a calendar. Here are some key advantages of this program:

- Integrated search function: you can use keywords to search data in all Outlook programs.
- Advanced security: Your email is safe from hackers, spam and phishing website emails.
- Email sync: Synchronize email with your calendar, contacts, notes in OneNote and… your phone!
- Offline access to email: No Internet? No problem! Write emails offline and send when you're back online.

There are some general categories of issues and queries for which a customer contacts the customer-care agent.

S.No.	Type of Query	Mode of Resolution
1.	Product defect or confusion	E-mail/ chat
2.	Shipping issues	E-mail/ chat
3.	Billing issues	E-mail/ chat
4.	Social interaction	E-mail/ chat
5.	Purchasing	E-mail/ chat

Table 3.1.1: Types of query and possible resolutions

Choose the right document category according to the list mentioned in the requirements management tool

Each company has set up a specific requirements management system that allows customer service managers to categorize their requirements, needs and organize them in a certain way to solve problems faster and more efficiently in an organized manner.

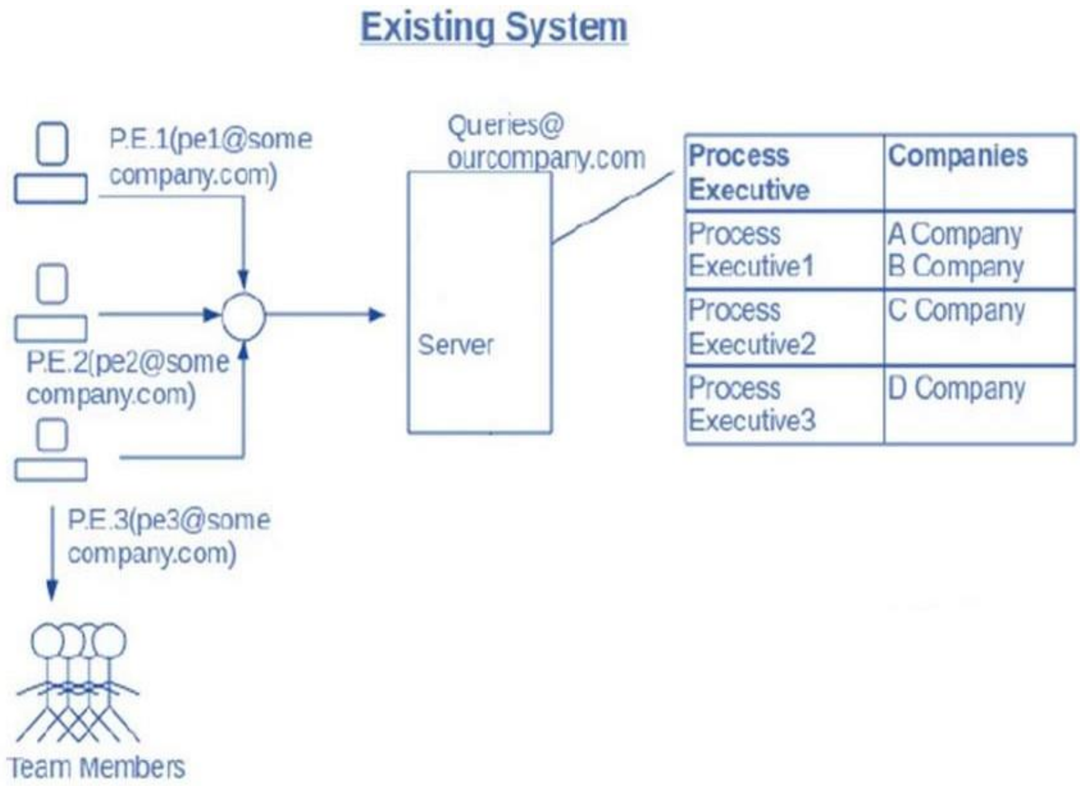

Fig 3.1.1: Sample query management system

Read carefully, summarize, and obtain customer confirmation of, your understanding of queries

Repeat important details back to the customer, saying "Okay, just to recap. This reassures them that you are paying attention.

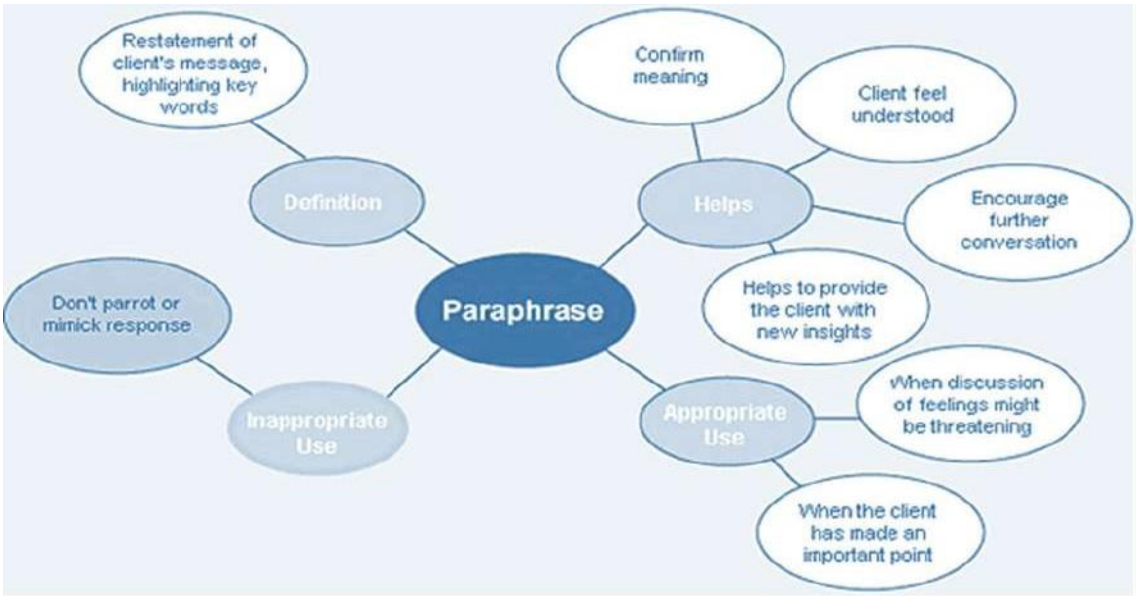

Fig 3.1.2: Parapharasing allows the customer and the agent to be on the same page

UNIT 3.2: Resolve Queries within Your Area of Competence or Authority

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss various SLAs and understand their implications

3.2.1 Organizational Guidelines and Service Level Agreements (SLAs)

Service Level Agreements (SLAs)

- Service Level Agreements (SLAs) are the part of a service contract in which the service is formally defined.
- In practice, the term SLA is sometimes used to designate the contractual delivery time (of the service or performance). For example, Internet Service Providers will often include a Service Level Agreement in the terms of their contracts with customers to define the level(s) of service to be sold on explicit terms.
- In this case, the SLA will usually have a technical definition of mean time between failures (MTBF), mean time to repair or mean time to recovery (MTTR); different data rates; debit; jitter; or similar measurable details.
- In other words, a service level agreement can be thought of as a negotiated agreement between two or more parties, where one is the customer and the other is the service provider

SLAs based on the customer:

- An agreement with a group of individual customers, covering all the services they use.
- For example, SLAs between a vendor (IT service provider) and the finance department of a large organization for services such as financial systems, payroll systems, payment systems, purchasing/ purchasing system, etc.

Customer based on SLA:

An agreement for all customers to use the service provided by the service provider.

- Example: A service station that provides periodic service to all customers and provides some maintenance as part of a universal fee offer.
- A mobile carrier that offers recurring service to all customers and offers some maintenance as part of a package with a common payment method
- One messaging system for the entire organization office. Difficulties can arise in this type of SLA because the level of service provided may be different for different customers (e.g. front office staff may use a high-speed LAN connection while local offices may need to use leased lines at low speeds).

- **Tiered/Multilevel SLAs:**

  The SLAs are divided into different tiers, each addressing a different set of customers for the same services, within the same SLA.

- **Enterprise-level SLA:**

  Covers all of the common Service Level Management (often abbreviated as SLM) issues relevant to each customer in the organization. These issues may be less volatile and therefore require less frequent updates (SLA reviews).

- **Customer-level SLA:**

  Covers all SLM issues related to a specific customer group, regardless of the service used.

- **Service Level SLA:**

  Covers all minor issues related to specific services, relevant to this particular group of customers

3.2.2 Obtain Confirmation that Queries have been Satisfactorily Resolved

Customer retention is an activity an organization takes to reduce customer defection. Successful customer retention begins with the first contact an organization has with a customer and continues throughout the life of the relationship. A company's ability to attract and retain new customers is linked to its products or services.

Customer retention is more than just giving customers what they expect; It is beyond their expectations so that they become loyal to your brand. Customer retention prioritizes customer value over profit maximization as a business strategy. The key factor in a competitive environment is often the provision of consistent quality customer service.

Customer retention has a direct impact on profitability. Research by John Fleming and Jim Asplundh shows that loyal customers generate 1.7 times more revenue than regular customers. Customer churn, also known as customer churn or customer defection, is the loss of a customer or customer.

Customer satisfaction, a term often used in marketing, is a measure of the extent to which the products and services offered by a company meet or exceed customer expectations. Customer satisfaction is defined as "the number of customers or percentage of total customers whose reported experience with that company, product or service (rating) exceeds (rating) in excess. In a survey of nearly 200 senior marketing managers, 71% found that customer satisfaction metrics are useful in managing and tracking activity of their business performance. It is considered a key performance indicator in companies and is often part of a balanced scorecard.

Summary

- Every company has a specific query-management system in place which allows the customer care executive to categorize the queries and arrange them in a certain way in order to resolve the issues faster and more efficiently in an organized manner
- Repeat important details back to the customer, saying "Okay, just to recap. This reassures them that you are paying attention
- A service-level agreement (SLA) is a part of a service contract where a service is formally defined
- An agreement with an individual customer group, covering all the services they use.

Notes

Exercise

Answer the following questions in one sentence

1. What are different applications available with MS Office?
2. What are the key aspects of customer satisfaction?
3. What is the full form of SLA?
4. Between customer retention and attrition, which is more important to you from a CRM's perspective?
5. Customer loyalty impacts profitability by...

Activity

Activity 1

- This activity is in the form of working with Microsoft Office
- The Trainer will introduce the basic Microsoft Office applications to the Trainees
- After that, the Trainees will use these applications to create sample chats (in MS Word)
- The will be a dictation session after that where the Trainer will read out a piece from a book
- Trainees must take down the dictation accurately in MS Word
- The Trainer will check the tasks and the best performers will be appreciated.

Scan the QR codes or click on the link to watch the related videos

youtu.be/ef_ODJZi9hw

Query Resolution Tools

4. Deal with Customer Queries

Unit 4.1 - Evaluate Query Resolution

Unit 4.2 - Query, Request or Complaint

SSC/N3021

Key Learning Outcomes

At the end of this module, participants will be able to:

1. Discuss the importance of documenting, classifying and prioritizing queries
2. Select a correct solution from customer relationship management (CRM) tool, basis the query

UNIT 4.1: Evaluate Query Resolution

Unit Objectives

At the end of this unit, participants will be able to:

1. Demonstrate greetings standards, careful visualizing, reading, summarizing, and obtaining customer confirmation of your understanding of the query

4.1.1 Follow Standard Scripts for Responding on Email/Chat to Regular Customer Queries

Show empathy to build good relationships with customers. The greeting part of a communication is extremely important, as it leaves the customer with the first impression of the associate. As the saying goes, you never get a second chance to make a good first impression. First impressions are important because in the first seconds of a conversation, people decide if they like the person they're talking to. As people often do business with people they like, it's important to be liked by your customers to increase their chances of getting their commitment at the end of the conversation.

When starting a conversation, you must introduce yourself and the company you are chatting on behalf of.

Some sample statements are shared below:

- "Good morning, my name is______________and I am contacting you on behalf of______________."
- "Good afternoon, I'm______________from______________."

The first sentence should be said in an enthusiastic and friendly tone.

Chat Opening (Flow)

- Greeting
- Caller's Name
- Brand/ Company Name
- Customer's Name (If available)

Fig 4.1.1: General flow of conversation opening

Start the conversation by identifying certain things such as:

- Reason of the communication
- Account/ Payment/ Service status
- Rapport building (which plays a major role for the rest of the conversation)

In payments department, communications are mostly outbound. Outbound communication refer to the conversations which are commenced by the associate to a customer. Payment communications are important to:

- Inform the customer of the current status of payment
- Remind the customer of any due payment/ last date of the payment cycle
- Collect payment from the customer within due date

Verifying customer details is an essential step in payment related communication. The details need to be checked thoroughly so that the data is not exposed to others. For example, if Mr. X is said to be contacted, the agent must ensure that he is speaking with Mr. X or someone trusted and known to Mr. X. Information that Mr. X has shared with the business is confidential and should not be shared with anyone else.

Each organization designs its own method of customer verification. At the time of signing the contract to use the service or product, the customer must submit some necessary documents such as:

- Copy of Aadhar card
- Copy of voter card
- Copy of PAN map

Determinants vary between organizations. Most of the time, these details are recorded during the documentation process because they are considered unique and common. This information helps an agent verify a customer. For example, if an agent needs to verify a customer, he can ask for details of any documents sent. This helps agents determine if they are communicating with the right people.

There are cases when the consumer is not the customer, i.e. if the customer, who has been entered details in the document, fails to take advantage of the service. A consumer is another person known to the customer who uses the service. In this case, the consumer must provide satisfactory feedback to the dealer after verification

Otherwise, the agent should not continue. After verification, any payment information such as bank details or billing cycle must be shared with the customer.

Account Status refers to the current status of a customer's account. For example, if a customer has used 50% of the promised service, the agent should do the same in a chat and should also add that the customer will also get the rest (i.e. 50%) of the service. service.

However, payment service agents must notify customers of the last day of the billing cycle. Until the last day of the cycle, the customer can enjoy the service provided, however, after that, must pay or must choose a new plan to enjoy the service again.

Express your concern for any difficulties caused and your commitment to resolving queries

Empathy vs. Sympathy

What is empathy?

- Empathy, the art of seeing situations through the eyes of the customer, is an essential part of a successful customer service culture.
- Empathy is not limited to problem solving, as a frustrated customer will want their feelings acknowledged before they are ready to accept your solution.

- Empathy is the art of understanding and recognizing a client's feelings and needs before finding solutions that meet them.

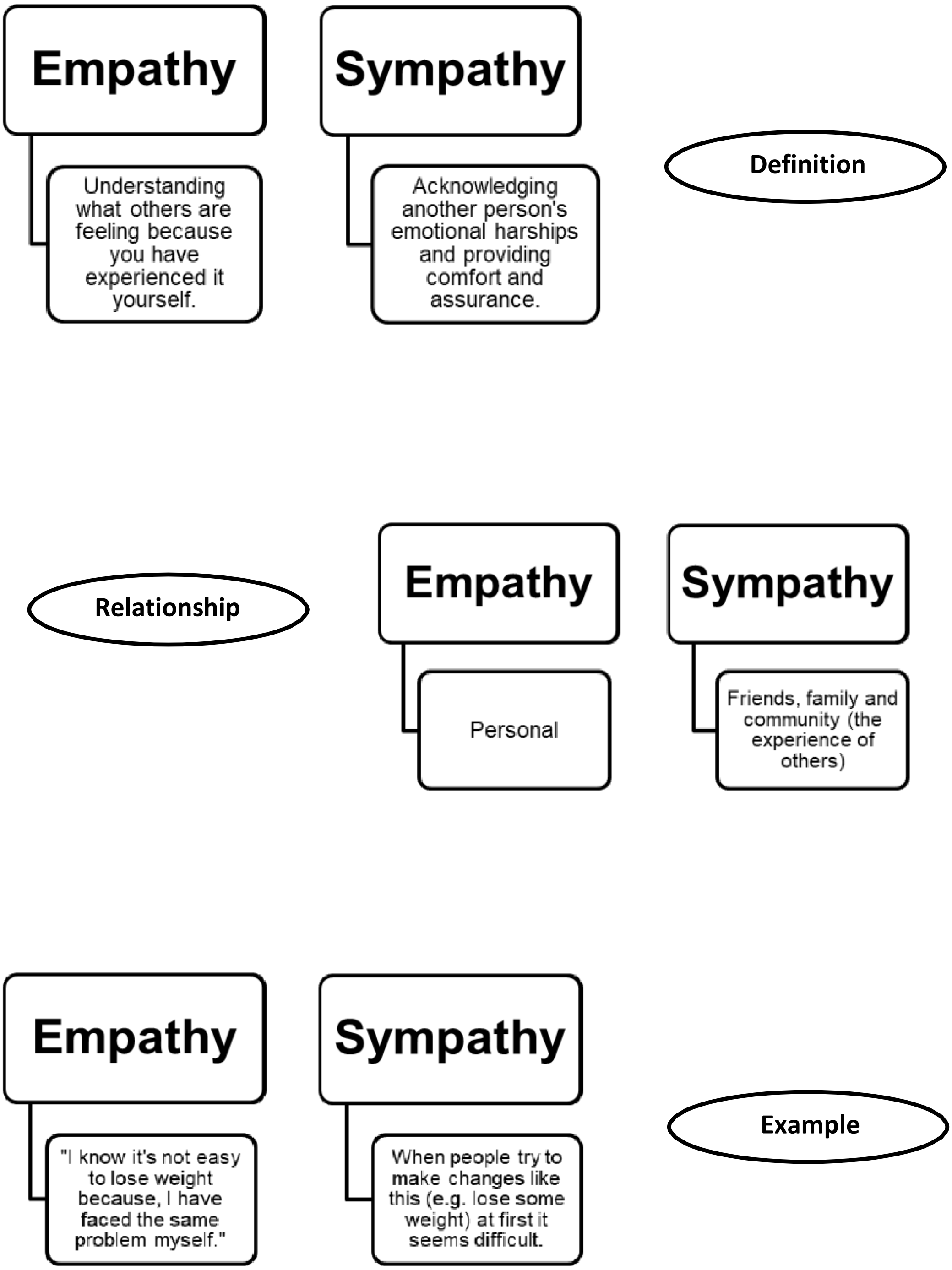

Fig 4.1.2: Definition, relationship and example of Empathy and Sympathy

Case Study: How to show proper empathy and acknowledgement

Scripts

Example 1

CRM: Welcome to ABC Ltd. This is Ankita! How may I help?

Customer: Hello! My name is Ashok Sharma and I am a credit card holder of your bank and last day when I went to the shopping mall, they said that my card has been rejected. Why is it so? I don't think there is any such issues from my end.

CRM: I understand how you feel Sir, however, please don't worry, let me check the issue and resolve it. Before I proceed, could you please provide me your ID number and your card number?

Customer: Sure. My ID number is 1534 and my card number is 433677224455.

CRM: Please be on hold for 2mins, while I look into the matter.

After 2 minutes

CRM: Thank you for being on hold Sir! I would like to inform you that due to low bank account balance, the last payment is yet due. Therefore, your card got rejected.

Customer: (Shocked) Oh my God! What am I to do now? I am not in a state to pay the last bill, if you check, it is huge. I just changed my job and haven't received my salary. I would be drawing my salary end of next month. I will be in a great mess, you don't understand. Please do something.

CRM: (Calmly) Please don't panic Sir! I understand the situation you are in, I have been through the same. I will be able to help you with the situation. I will go ahead and submit a requisition in your name, where our company will pay your last due amount and once you have sufficient balance in your account, the company will deduct the amount. However, till then your card will remain inactive, as soon as the amount is retrieved by the company, the card will be activated.

Customer: Thank you so much! You have been such a great help.

CRM: Is there anything else I may assist you with?

Customer: No, that's all. Thank you once again.

CRM: Thank you for contacting ABC Ltd. Have a great day

Example 2

CRM: Welcome to ABC Ltd. This is Ankita! How may I help?

Customer: Hello! My name is Ashok Sharma and I am a credit card holder of your bank and last day when I went to the shopping mall, they said that my card has been rejected. Why is it so? I don't think there is any such issues from my end.

CRM: I understand how you feel Sir, however, please don't worry, let me check the issue and resolve it. Before I proceed, could you please provide me your ID number and your card number?

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CRM: (Sounding sympathetic) I understand Sir, but then you should have saved some money. Savings matters during these type of situation. You must be in such trouble now.

Customer: I don't need any advice from you. Just do your work.

CRM: I will go ahead and submit a requisition in your name, where our company will pay your last due amount and once you have sufficient balance in your account, the company will deduct the amount. However, till then your card will remain inactive, as soon as the amount is retrieved by the company, the card will be activated.

Customer: Good, now that's your job. Stop advising people. Bye

CRM: Is there anything else…

(The chat gets disconnected)

4.1.2 Request for Clarification and Gain Confirmation on Customer Needs

Different Questioning Techniques for Understanding Customer Queries and Recording and Categorizing Queries Correctly Using Your Organization

Case Management Tool to get information from your customers, you must ask questions. Whenever you ask for information, you use skill to probe. Usually, probing takes the form of a question.

There are two types of probes - open and closed.

A request for information that allows a client to freely express themselves is an open investigation. Open probes usually begin with "what", "how", "why", "tell me" or "show me". One request that limits customer response to some alternatives is a closed poll.

Closed probes usually begin with "do", "are", "is" or "who". It can be answered with "yes" or "no" or with a limited choice of alternatives. Use open polls at the start of a conversation for insight and when you want to expand on something, especially if a new topic has been brought up.

Sometimes open probes don't get the information you need, or they may not be the most efficient way to find out what you want to know. When this is true, you will find that closed probes help you get the specific information you need.

Polling also helps to understand customer buying behavior and needs.

Tips to probing

- Make an appointment with a prospect
- Make as many chats as possible to the right customer
- Keep chats short
- Prepare a list of names before chatting
- Work without interruptions section
- Consider prospecting while off- Peak hours when regular lead generation doesn't work
- Change your chat time
- Get organized
- Not everyone is potential customer

WHO

Ask 'who, you will be able to understand the customer's context.

- Who has the most obvious need for your product or service?
- Who is the ideal prospect? Don't limit yourself to existing customers.
- Who has the money to buy a product or service right away?
- Who needs to buy products most urgently?
- Who has influence on potential customers?

WHERE

By asking "where" questions, you will be able to qualify potential customers.

- Where do potential customers live, work, hang out, worship or play?
- Where can you find a helpful mailing list of people who match your ideal profile?
- Where can you find directories to build your own lists?
- Where can you contact potential new customers?

WHY

By using reason-based questions, you can prioritize your prospect's capabilities.

- Why do potential customers want to buy your product or service?
- Why are potential customers refusing to buy your product or service?
- Why is it time to reach potential customers?
- Why is this person asking you out?

WHAT

These questions, if used correctly, can increase your qualifying GPA.

- What will potential customers find most beneficial in your product or service?

- What questions can you ask to get potential customers to talk about needs?
- What else do you need to know about your prospect?
- What information should be collected about potential customers?
- What is the biggest problem customers are facing?

WHEN

This question is about timing. Don't try to schedule an appointment at your convenience.

- When is the best time to contact a potential customer? One important point - if he is a busy executive, never choose Monday morning!
- What is the most productive time from the prospect's point of view?
- When are prospects most likely to give you the time you need the most?
- When should you contact a prospect again if your initial efforts are unsuccessful?

HOW

You can't ask for much meaning - how? Question if you haven't fully explored the remaining five.

- How can you be sure you're doing a good job following up on leads? (See — Who's Asking Back.)
- How can you use your lead time more effectively? (Questions
- “Where” can help you here.)
- How can you refine your qualifying skills? (Look for creative ways to put your products and services to good use. Look at "Why" questions.
- How can you best reach your potential customers? (Think about “what questions would they want to hear?”
- How can you spend more time on meaningful leads and qualify the leads you generate?

4.1.3 Different Styles and Approaches to Use when Working with Customers

DO's AND DON’Ts while you are on a chat

- Keep the mike a few inches away from your mouth.
- Do not eat/ chew food when on a chat.
- Have a notebook & pen ready to take down information.
- Smile & be confident and speak clearly.
- Use your “Please”s & “thank you”s.
- Use simple language and refrain from using jargon.
- Listen to the unspoken words of the customer.
- Pay attention to the customer. Do not fiddle with papers etc.
- Avoid use of jargons, slangs, and technical words

Magic Words and Phrases to use on a chat/email

- However
- Yes
- Please
- Thank you for
- What I can do for you?
- I agree with you / you are right
- It may seem like that, however...
- I realise you must be feeling quite upset at the moment....
- I apologise for the delay.
- I appreciate your patience.
- As a special case for you.
- I am pleased to tell you.
- Anything else that I can do for you.
- How may I help you?
- My pleasure
- However, I regret to tell you
- I would like to help you in this
- I understand
- I will help you with...
- I assure you of
- May I ask you a few questions so that I understand your situation better?
- May I request you to
- Would you mind
- May I suggest that
- Kindly
- Certainly
- That's correct, yes
- I am sorry to hear that
- Please hold
- Have a Nice Day/ Have a pleasant evening / weekend etc.
- One moment please
- You are most welcome
- Thank you for your co-operation

Wicked Words and Phrases - DO NOT USE

- But
- No

- Never
- Sorry for the Inconvenience...
- That's not right
- Hold the line
- That's not correct
- Not possible
- I disagree with you
- Personalize the chat - Address by last name rather than by only saying Hello (when coming back from Hold)
- What are you saying?
- Will you
- Fax me a letter
- Umm, Aha, Yeh, Ya,Uh-ha, Ha
- I'll try / I can't do that
- Can I speak
- Will you listen to me
- At least try and understand / why don't you understand
- You have to
- Hang on
- Problem noted
- Must /have to
- Are you sure
- I don't think so/I don't know
- I will not be able to chat / I am not allowed chatting
- May be you weren't there
- You must /will / have to make payment and you should.
- It's not possible that you didn't receive and I think

UNIT 4.2: Query, Request or Complaint

Unit Objectives

At the end of this unit, participants will be able to:

1. Categorise the customer message on chat or email whether it's Query, Request or Complaint

4.2.1 Categorising the Customer Message on Chat or Email Whether it's Query, Request or Complaint

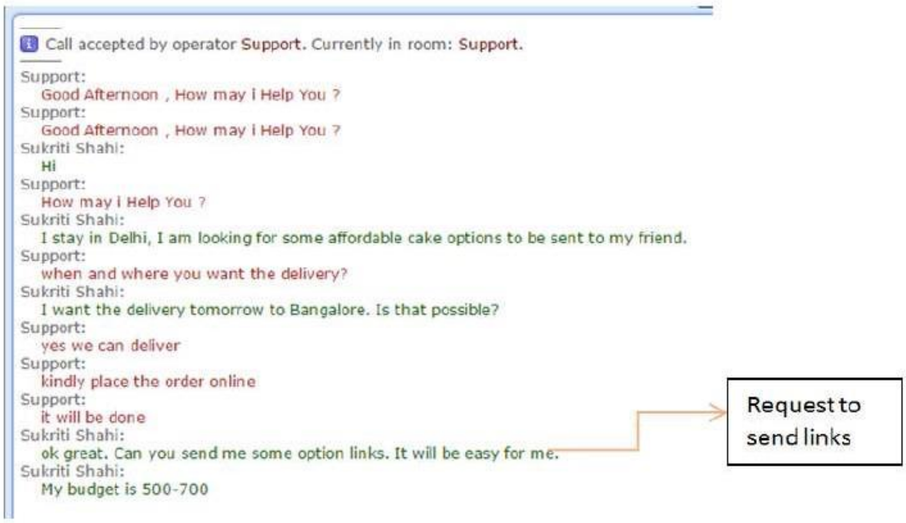

Fig 4.2.1: Example of a request from the customer

Here the customer is requesting the customer relationship manager to provide some product links to make her search better and save time.

Obtaining sufficient information from the customer

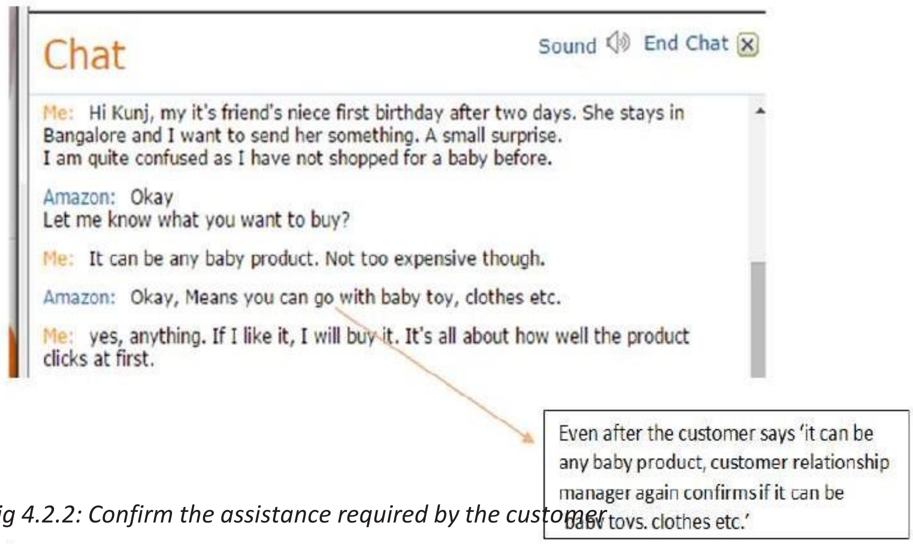

Fig 4.2.2: Confirm the assistance required by the customer

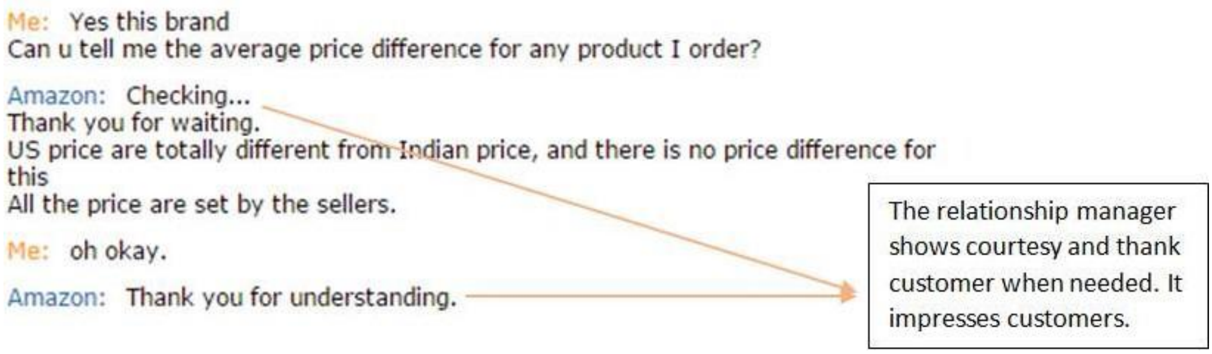

Fig 4.2.3: Be courteous all through the conversation

Summary

- Empathy, the art of seeing a situation through a customer's eyes, is an essential component to a successful customer service culture
- Empathy is not restricted to problem-solving, since a frustrated customer will want his feelings acknowledged before he is ready to accept your solution
- Empathy is the art of understanding and acknowledging a customer's feelings and needs, before finding a solution that meets them
- To obtain information from customers, questions need to be asked
- There are two types of probes – open and closed
- A request for information that allows the customer to speak freely is an open probe. Open probes generally begin with "what", "how", "why", "tell me", or "show me". A request that limits the customer's response to a few alternatives is a closed probe
- Closed probes generally begin with "do", "are", "is", or "which". They can be answered by "yes" or "no" or a choice among limited alternatives. Use open probes in the beginning of a conversation to gain information and when you want to expand on something, especially if a new topic has been brought up
- A service-level agreement (SLA) is a part of a service contract where a service is formally defined
- In practice, the term SLA is sometimes used to refer to the contracted delivery time (of the service or performance).
- As an example, internet service providers will commonly include service level agreements within the terms of their contracts with customers to define the level(s) of service being sold in plain language terms
- In this case the SLA will typically have a technical definition in terms of mean time between failures (MTBF), mean time to repair or mean time to recovery (MTTR); various data rates; throughput; jitter; or similar measurable details.

Notes

Exercise

Complete the sentences:

1. Customer retention is the activity that a selling organization undertakes in order to reduce ______________________________.
2. Successful__________________________________starts with the first contact an organization has with a customer and continues throughout the entire lifetime of a relationship.
3. Customer retention has a direct impact on____________.
4. ______________ also helps to understand customer's buying behaviour
5. __________________________________, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation.

Activity

Activity 1

- This activity is in the form of "Mock email session"
- The Trainer will drive the session
- Each Trainee should participate in this session as an agent
- The Trainer will play the role of a customer and will choose anyone from the class with whom he/she will have a mock email round
- The session will focus on the potential of the Trainees to fabricate their knowledge on the process flow along with proper soft skills
- The Trainer will send a query email to each trainee and play the game
- The Trainer will create tricky situations to examine whether the Trainees are confident or not
- Best performers will be appreciated by the class.

Activity 2

- This activity is in the form of "Probing Session"
- The trainer will divide the class into five groups (irrespective of the headcount)
- Every group will be assigned with the topics mentioned below:
- Participants in group 1 will chat among each other but they should only use "Who" as a probing word. Anything apart for "Who" will be discarded and the trainee will be disqualified
- Participants in group 2 will chat among each other but they should only use "What" as a probing word. Anything apart for "What" will be discarded and the trainee will be disqualified
- Participants in group 3 will chat among each other but they should only use "Where" as a probing word. Anything apart for "Where" will be discarded and the trainee will be disqualified
- Participants in group 4 will chat among each other but they should only use "When" as a probing word. Anything apart for "When" will be discarded and the trainee will be disqualified
- Participants in group 5 will chat among each other but they should only use "How" as a probing word. Anything apart for "How" will be discarded and the trainee will be disqualified
- This is meant to be a fun game which sharpens the probing technique of the trainees
- The trainer will conduct the session and will mark trainees based on their technique
- Best performers will be appreciated by the class.

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Evaluate Query Resolution

Skill India
कौशल भारत - कुशल भारत

सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

N·S·D·C
National
Skill Development
Corporation
Transforming the skill landscape

IT - ITeS SSC
NASSCOM

5. Documentation Process for Customer Queries

Unit 5.1 - Different Styles/Approaches of Documentation

SSC/N3021

Key Learning Outcomes

At the end of this module, participants will be able to:

1. List the common types of documentation process used to record queries
2. Select the correct category of documentation as per the list mentioned in the query management tool
3. Select relevant product reference guides or support materials to resolve queries

UNIT 5.1: Different Styles/Approaches of Documentation

Unit Objectives

At the end of this unit, participants will be able to:

1. Outline different styles/approaches of documentation when working with a variety of queries
2. Demonstrate note taking in incident query tool during capture of the information

5.1.1 Demonstrate Note Taking in Incident Query Tool During Capture of the Information

Closing a conversation

- When you start a conversation, it's equally important that you close it on a warm note. Make sure the customer has completed their request and wants to end the conversation. Be sure to sign according to your company's proper procedures, as the way you talk is how your customers perceive your company.

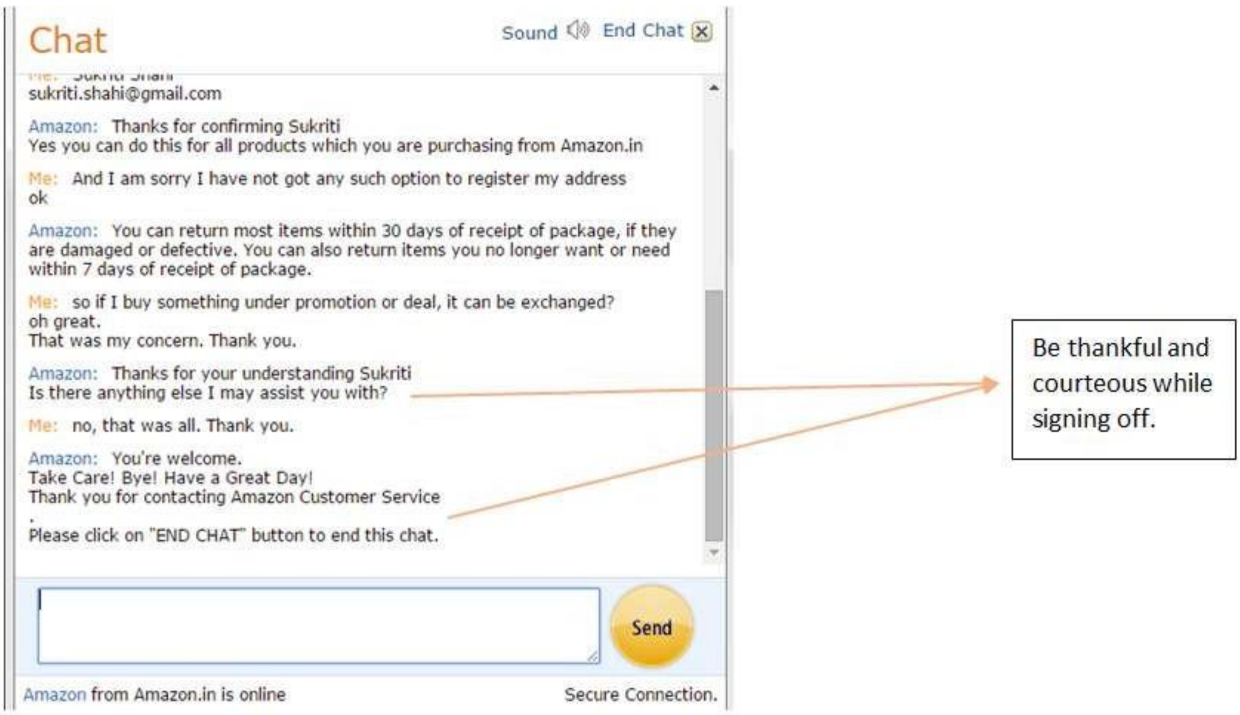


Fig 5.1.1: Be courteous while closing the chat

At the end of the conversation:

- Make sure you've resolved the customer's question to their satisfaction, or offer them a viable alternative if the issue isn't in their area of expertise or concern. Your interest.
- Don't forget to thank your customers for trusting your customer service and contacting you when needed.
- Ask customers if there are other problems they need help with.

- Don't end the conversation right away, but be grateful and have a good day, or sign out according to your company's procedures.
- Save conversations for future use or reference.
- Update your CRM according to the solution provided.
- Remember to consult your company's procedures.

5.1.2 Access your Organizations Knowledge Base for Solutions to Queries

The product or service that an organization targets varies across processes. For example, an organization might collaborate with a laptop manufacturer, and a separate part of the organization, respectively, communicates with customers who use laptops from that particular manufacturer. Therefore, each process or each wing must have supporting documents to solve the customer's problems. In the case discussed above, the wing that caters to the laptop manufacturer has to have a solid knowledge base where laptop and resolution related issues are brought to the fore. Support can take many different forms. They are:

- User Guide
- Knowledge Base
- Issues and workarounds

Moderators should consult and review supporting documents before recommending a solution. Sometimes a leader thinks that certain steps can help a client solve a problem. However, it is advisable to consult the supporting documents each time so that the margin of error is zero. Let's go through a case study to better understand this concept.

Case Study: How to Refer to the Supporting Material

Your organizations knowledge base and how to use this to identify solutions

Mrs Kapoor is a doctor who uses a laptop manufactured by XYZ Company. For last two days she is facing an issue with the laptop and she is unable to boot. She is frustrated and contacts the customer care representative.

CCE: Good morning. Welcome to XYZ Laptops. How may I help you today?

Mrs Kapoor: Good morning. I use XYZ laptop and have been using it for last six months. However, for last couple of days, my laptop is not working. Could you fix this ASAP? It’s very urgent.

CCE: I am sorry to hear that you are facing an issue with XYZ laptop. However, please be assured that we will do our best to fix this issue ASAP. We understand it’s frustrating and how urgent it is for you.

Mrs Kapoor: Yeah, I have not been able to open it since the day before yesterday.

CCE: I am so sorry Ma’am. Could you please elaborate the exact issue so that we can go ahead and fix this at the earliest?

Mrs Kapoor: I already told you it’s not opening.

CCE: Excuse me ma’am. Could you please tell me if the laptop is not powering on or is it powering on but not booting in to the user interface?

Mrs Kapoor: I don't understand all those technical staff. See, I am powering on the laptop and it's showing the logo and initial pages. But after that, it's going blank – the screen is black.

CCE: Kindly let me brief you what I have understood. When you are powering on the laptop, it shows the opening pages and logo but then the screen goes blank.

Mrs Kapoor: Yeah, now what to do? Should I go to a service centre and pay them to fix this issue?

CCE: No ma'am. This is an issue with the operating system and the laptop is not booting in. We can fix this and I am sure after the chat, you will be able to use your laptop again. You don't have to pay for that.

Mrs Kapoor: Really? Please do that.

CCE: Ma'am, I would like to go through the issue in details to give you the best solution. Please give me 2 minutes and I will check my resources to fix this issue.

Mrs Kapoor: Yeah, okay. But please don't take long. I am in hurry.

CCE: Sure ma'am. I will be back within a couple of minutes.

Mrs Kapoor: Okay.

Now, the time that the executive buys from the customer is to refer to the supporting materials where he/ she will look for the solutions related to booting failure. If the executive tries to fix the issue without consulting the knowledge base, he/ she might make a mistake or explain a step which is unnecessary. Therefore, the window of time bought from the customer should be used sagaciously by the executive to search the knowledge base and find the solution.

Now, the CCE looks for the solution in the knowledge base and is back to the customer.

CCE: Thank you ma'am for your patience. I have checked all my resources and I am sure we can fix this issue.

Mrs Kapoor: Yes, please do that. I told you I am in hurry.

CCE: Ma'am, this is an issue with the operating system. The operating system might be corrupt and thus, you are unable to boot in. So, what we need to do is to reload the operating system. This will fix the issue.

Mrs Kapoor: Now, how shall I reload the operating system? I am not that tech savvy!

CCE: there is absolutely nothing to worry ma'am. I will be there with you explaining the steps. The steps are simple and the process won't take much time.

Mrs Kapoor: So, what shall I do?

CCE: When you received the laptop, I am sure you received a CD containing the operating system. Do you have the CD with you right now?

Mrs Kapoor: I don't understand. I mean yeah, I received a CD but one of my friends helped me getting the laptop ready. I am not so aware of these things.

CCE: I understand ma'am. Could you please bring the CD that you received during purchase?

Mrs Kapoor: Yes, it's with me. Shall I insert the CD in the tray?

CCE: That's great ma'am. Please insert the CD in the CD drive and then power on the laptop.

Mrs Kapoor: Yeas, ok. Give me a minute, will you please?

CCE: Yes ma'am, sure. Please take your time.

(After a few seconds...)

Mrs Kapoor: Well, I have inserted the CD and powered it on. Now what?

CCE: Please tell me whether you see an option for booting in using CD? There will be multiple options for booting in such a HDD, CD, USB drive. Do you see that page?

Mrs Kapoor: Yeah, it's asking "Do you like to boot in using..." and then the options.. Yeah I see that page. Should I select CD/ DVD option?

CCE: Yes ma'am, absolutely right. Please select the option and press enter.

Mrs Kapoor: Okay. Wait, wait, it's asking would you like to install the OS? Yes or No?

CCE: Please click on Yes option. It will reload the operating system. The previous operating system is corrupt and that's why we are trying to reload the operating system using the CD.

Mrs Kapoor: Oh, okay. I got you. It's reloading the operating system. Do you think it will work again?

CCE: Yes ma'am, absolutely. At times we download corrupt files from the net which corrupts the operating system subsequently. But, reinstalling operating system will take care of the issue immediately.

Mrs Kapoor: That's cool. But, shall I loss all the previous files?

CCE: Please don't worry ma'am. The files will be there and reinstalling the operating system won't delete any file or folder.

Mrs Kapoor: Great. It's restarting now. Shall I stop it?

CCE: No ma'am. Let the laptop restart. Let's see if the issue is fixed.

Mrs Kapoor: Yeah, hopefully it will. Yeah, it's working now. That's a big relief. Thank you very much for the assistance.

CCE: it was a pleasure to assist you. Ma'am, could you please confirm if the files and folders are there after reinstallation?

Mrs Kapoor: Yes, the files and folders are there. Thank you so very much.

CCE: Please don't mention it ma'am. Is there anything else I can help you with?

Mrs Kapoor: Nope, that's all.

CCE: Thank you for contacting XYZ Laptops. Have a nice day.

This is the standard procedure for using support materials. Case studies are an example. Each action or job is explained in the documents and should be mentioned frequently.

Another important thing when viewing support documents is that there may be multiple updates on a particular product or service. The knowledge base includes updates, and employees should be well aware of recent updates. So it is useful and necessary to go back to the knowledge base again and again.

5.1.3 Raising Service Tickets

A service request is a request for information or advice from a user, for a standard change (a low-risk, relatively common, pre-approved change that follows a process) or to access a computer science service. A good example of a standard requirement is a password reset. Requests are normally handled by Service Department and do not require the submission of an RFC (Request for Change).

The process from receiving a chat from a customer to making a service request is a multi-system system. The steps are the same:

1. Answering chats and greeting customers
2. Listen carefully to customer problems and take note of them
3. Assure customers that problems will be dealt with immediately and work to be resolved.
4. If the issue is beyond the legal scope, issue a service request so that the affected people can review the issue
5. Confirm to the customer that the service request has been received issue and share service request numbers as a reference for future reference.

Information you share with customers, such as settlement progress, must be factual. For example, if a customer contacts you about a problem with their satellite dish and, after an initial survey, you find technical issues that need to be resolved by technicians in the field, please contact us. Forward the same message to them. Create a service slip against the claim, then check the availability of field technicians in his area. Once you have all the information on hand, including the progress of the settlement, let the customer know. Don't give false hope.

The process for creating a service request varies between organizations. While some use third-party software to create tickets, some have built-in utilities to do this.

When submitting a service request, please keep the following aspects in mind:

- Capture the correct information from the customer and repeat it to the client for cross-checking
- While you are capturing the information. Keep customers engaged with words of empathy
- After you have entered the necessary information, ask the customer to take some time (up to a few minutes) to process the slip
- After processing coupons, you will be able to generate a case number with all necessary details
- Share the case number and other information such as resolution schedules with the customer
- Update your system on service tickets by providing the case number

Field	Description
Summary	A short description of the request.
Reporter	The person who submitted the request.
Component/s	Segments of your IT infrastructure that relate to the request. For example, "Billing services" or "VPN server". These are used for labelling, categorization, and reporting.
Attachment	Files or images added to the request.
Description	A long, detailed description of the request.
Linked Issues	A list of other requests that affect or are effected by the request. If your business uses other multiple products, this list may include linked development issues.
Assignee	The service desk agent assigned to fulfill the request.
Priority	The importance of the request's resolution to the service desk. Usually in regards to your business needs and goals. Sometimes calculated by impact and urgency.
Labels	A list of additional custom labels used for categorizing or querying records.
Request participants	A list of extra customers or vendors who take part in resolving the request.
Approvers	A list of business or financial contacts responsible for approving the service request.
Organizations	A list of customer or vendor groups interested in the request's resolution.
Impact	The effect of the service request, usually in regards to service level agreements.
Urgency	The time available before the business feels the service request's impact.
Pending reason	A short description or code that indicates why the service request is not progressing.
Product categorization	A category of IT asset or system that the request effects.
Operational categorization	A category of action or function required to fulfill the request.

Table 5.1.1: Essential fields of a service request

Summary

- Support materials may come in various forms. Those are:
  - Users’ Manual
  - Knowledge Base

- Issues and Resolutions

- The executives must refer to the supporting materials and consult it before providing any resolution
- A Service Request is a user request for information or advice, or for a standard change (a pre-approved change that is low risk, relatively common and follows a procedure) or for access to an IT service
- While raising a service request, please keep the following aspects in mind:
  - Capture correct information from the client and repeat it to the customer to cross-check
  - While you capture information. Keep the customer engaged with a word of empathy
  - Once you capture the necessary information, ask for some time (a couple minute at max) from the customer to process the ticket
  - After you process the ticket, you will be able to generate a docket number with all necessary details
  - Share the docket number and other information such as resolution timeline with the client
  - Update your system about the service ticket by feeding the docket number.

Notes

Exercise

Consider the following scenarios and evaluate the priority of the issues. After detecting the priority level of the issues, rearrange them from High to Low.

1. A system is affected by virus which has apparently zero impact on the productivity of the organization
2. The server room gets impacted owing to major fault. All the systems in the organization are vulnerable which associates the risk of data leakage
3. The power supply of a particular wing is damaged and thus the employees of that wing are unable to work

What are the mandatory fields in a Service Request? Choose from the following list:

- Priority
- Reporter's name
- Name of the immediate boss of the reporter
- Description or summary of the issue
- Name of the organization
- Attachment
- Pending reasons
- TAT

Activity

Activity 1

- This activity is in the form of "Role Play"
- The trainer will divide the class into few groups
- Each group will be assigned with the following task
- A customer sends a query inquiring for a data plan of 2G. Talk to him/her and understand his/her needs
- Analyze if his/her needs, can be fulfilled by the 2G plan or they require a 3G plan. In either of the cases, try for an up sell
- A customer chats regarding information on an SMS packs
- Eventually you get to know that the customer also has WhatsApp but doesn't use it due to high prices of Data packs
- Offer him/her better plans in net packs and brief him about why it would be better than using an SMS pack
- The trainer will ask the trainees to carry out the role play activity
- The key focus of the trainer will be on the soft skills of the trainees
- The trainees should execute the chats under the supervision of the trainer
- The best performers will be appreciated by the class.

Activity 2

- This activity is based on the usage of organizational knowledge base
- The Trainer will arrange for a dummy CRM with chat flow, script and knowledge base
- The Trainees must take mock chats driven by the Trainer
- The Trainer will present situations where Trainees should refer to existing knowledge base and respond accordingly
- The Trainer should also look for the hold and overall flow adherence of the Trainees
- Best performers will be appreciated by the class.

Scan the QR codes or click on the link to watch the related videos

youtu.be/4ko0aqJGpeI

Documentation Process for Customer Queries

सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

Skill India
कौशल भारत - कुशल भारत

N·S·D·C
National
Skill Development
Corporation
Transforming the skill landscape

IT - ITeS SSC
NASSCOM

6. Manage Query Resolution

Unit 6.1 - Categorize the Mood of the Customer

SSC/N3021

Key Learning Outcomes

At the end of this module, participants will be able to:

1. Analyze the data and activities stored in the CRM engine to understand the customer's past records before providing a solution
2. Discuss different equilibrium judgments in different situations can be used as a solution

UNIT 6.1: Categorize the Mood of the Customer

Unit Objectives

At the end of this unit, participants will be able to:

1. Categorize the client's mood (angry, dissatisfied, advice-seeking, dominant) before proceeding with resolution

6.1.1 How to Adapt your Style and Approach to Meet Customers' Preferences

Design various problem-solving approaches in different situations

Customer Trait	How to Handle
Demand immediately to speak to the management. Let me talk to your supervisor now...! 	• Try to determine if this attitude comes from having chated before and always check case notes. • Apologize. • If you cannot resolve the issue, get a team leader or supervisor to take the chat. Remember, you have not failed because you had to escalate. This may be the best solution to create customer satisfaction.
Overly demanding, assertive, shouting. "Just bought this computer two days ago and it doesn't work. I need someone to help me right now...!" 	• Acknowledge the customer's frustration (the human side). Use good active listening skills to determine the real problem. Do not be too chatty; they are upset. Be direct, use close-ended questions (this helps settle them down. Always be courteous. If possible, give value to their issue.
Arrogant...for example... I am a MCSE, of course, I know that.... 	• Always be courteous. • Acknowledge what they are saying (boasting about).

Table 6.1.1: Types of customers

6.1.2 Create a Set of Professionally Designed Canned Messages

Design templates to record the query with the resolution for future reference

Templates are always handy for quickly saving queries. Before we get into patterns and some examples, let's first understand why patterns are needed.

Suppose a customer chats you to complain about chat drop problems. Chat dropouts are triggered by network problems, and it's usually the entire locale within a faulty network tower experiencing such a problem, not one or two individual individuals.

Now, if you have a template to log your chat loss issues and prepare your service requests, you can manage the expected number of chat requests coming from an affected locale. Conversely, if you don't have a model on hand, you have to find documentation which can be time consuming, tedious, and error prone if you're particularly pressed by the number of chats.

This is why models are always important. Let's take a look at the benefits of creating and maintaining templates.

- Templates that speed up your workflow
- They let you work without errors
- Templates that standardize your claim processing
- Templates are easy to create and a powerful tool for capturing and sharing necessary details
- In the case of service requests or ticket generation, forms are important

Samples are the standard formats for recording observations. Observation covers different aspects of the business. Model type or key parameters vary depending on the part. For example, the model used by a company's transportation department must be radically different from that of the engineering department that handles operations.

The information provided in the form is used for performance evaluation.

Different techniques used to obtain data/information and how to apply these

- **Case Studies**

  This method basically maintains that the information that is collected is based on the experience of the clients.

- **Focus Groups**

  This data or information method is reliant on group discussions with in-depth topic assessment. This can be about marketing tactics, evolutionary aspects related to data, their sources, and searches, codes, programming languages or even any form of bugs.

How to perform rule-based analysis on data/information

Real-world rule-based learning involves decision-making or conditional ramifications. It is a methodological production design, the basis of which lies in the software element - analysing techniques to make the right decision for a new project.

In this rule we will find the presence of three or more conditions such as pseudocode or if statement. The performance requirement is an adaptation of the rule engine solution.

Process of Application

1. **Select the input variables**

   As there are many variables present in a new project, creation of a matrix is essential between methodologies and factors. We can see the presence of factors in methodologies.

2. **Bad Sub Rules**

   There are certain types of factors that cannot be connected with other types of factors. If they are combined, this step cannot lead to the creation of bad sub rules. In this case, two rule categories are recognised. They are:

   - System rules with high requirement stability, low complexity and small size system
   - System rules with low requirement stability, medium complexity and size system

3. **Variable Reduction**

   These factors are identified but their elimination doesn't make any impact. These generally comprise application domain and project type.

4. **Category Merge**

   For methodology identification, formation of many categories takes place and its foundation can be on project type.

5. H**ypothetical Examples**

   We can see the beginning of hypothetical example sets if we look at extreme cases. The rule-based analysis is based on the acknowledgment of factors like less complexity, high requirement stability, and small size.

Who to Go To In The Event Of Inaccurate Data/Information and How to Report This

In an organization, the hierarchy usually involves a singular/group of power at the top with succeeding levels of power beneath them. This is the leading mode of organization among large organizations; most corporations, governments, and organized religions are hierarchical organizations with different levels of management and power or authority.

Check the accuracy of work, involving colleagues and the formats in which you need to provide it

Every project has a stipulated timeline. A project commences with setting a goal followed by other aspects like developing, testing, and quality analysis and final deployment.

Set-up Goals

Every stage has its own format where information has to be filled in precisely. A project goal template must be implemented and details must be filled in regularly. A sample format is given below:

PROJECT GOAL AND OBJECTIVES WORKSHEET

PROJECT NAME			PROJECT MGR.	
DATE CREATED		VERSION DATE	VERSION NO.	0.0.0

TEST GOALS & OBJECTIVES AGAINST SMART CRITERIA

SPECIFIC • MEASURABLE • ACHIEVABLE • RELEVANT • TIME-BOUND

GOAL STATEMENT	

OBJECTIVE NO.	An objective should look like this: "To increase the native plants between 1st and 3rd Streets by 50% by March 31st."
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Fig 6.1.1: Project goal template

Summary

- Templates are always handy to record queries quickly
- The advantages of creating and maintaining templates.
  - Templates bring pace to your task
  - It allows you to work error-free
  - Templates standardize query handling process
  - Templates are easy to create and effective tool to capture and share necessary details
  - In case of raising service request or generating tickets, templates play an instrumental role
- The rule-based study practically involves decision-making process or conditional branching
- A project goal template must be implemented and details must be filled in regularly.

Notes

Exercise

Match Column A with Column B

Column A	Column B
Unhappy Customer	• Acknowledge the customer's frustration (the human side) • Use good active listening skills to determine the real problem
Arrogant Customer	• Hear them out • Empathize • Apologize if applicable
Dissatisfied Customer	• Give the customer enough time to vent out anger
Irate Customer	• Apologize for the error if misinformation was given • Focus on solving their concern-NOT on assessing blame
Demanding Customer	• Always be courteous • Do not use profanity against insolence

Activity

Activity 1

- This activity is in the form of customer management mock chat sessions
- The Trainer will play the role of the customer and must ensure to cover different types of scenarios as discussed in the module
- Trainees should take the chat and proceed according to the script with proper chat opening, greeting, empathizing and acknowledging the issues of the customer
- According to the type of customer, Trainees must take different approaches
- Each Trainee must take at least three chats where he or she faces three different scenarios
- The Trainer will guide Trainees with their approaches and rectify them if needed
- Best performers will be appreciated by the class.

Activity 2

- This activity is in the form of mock template creation
- The Trainer will discuss the importance of templates first and will show some dummy templates
- Post that, the Trainer will ask the Trainees to create their own mock templates
- Each Trainee must prepare at least three different templates
- Once Trainees finish creating templates, the Trainer will ask them to submit their task
- The Trainer will go through the templates and will share his or her feedback
- Based on the feedback shared by the Trainer, Trainees should rework on the templates.

Scan the QR codes or click on the link to watch the related videos

youtu.be/x9AVEF4KSy4

Mood of the Customer

7. Technical Skills for Handling Customer Queries

Unit 7.1 - Identify the Query Domain

SSC/N3021

Key Learning Outcomes

At the end of this module, participants will be able to:

1. Discuss the possible IT usage and components required like e-mail platform/ webchat platform.

UNIT 7.1: Identify the Query Domain

Unit Objectives

At the end of this unit, participants will be able to:

1. Analyse customer's database to identify the query domain and categorise as internal or external
2. Ensure confidentiality with customer data when a query is being resolved

7.1.1 Demonstrate Application of Various IT Components including Browsers, Social Media, and Various Operating Systems

A modern PC is both simple and complex. It is simple in the sense that over the years many of the components used to build a system have been integrated with other components into fewer and fewer actual parts. It is complex in the sense that each part in a modern system performs more functions than similar types of parts in older systems.

The following components and peripherals are required to assemble a basic modern PC system:

- Motherboard
- Processor
- Memory (RAM)
- Case/chassis
- Power supply
- Floppy drive
- Hard disk
- CD-ROM, CD-RW or DVD-ROM drive
- Keyboard
- Mouse
- Video card
- Monitor (monitor)
- Card audio
- Speaker
- Modem
- A breakdown of these items is shown in the next table.

Basic PC Components

Description	Description
Motherboard	The motherboard is the heart of the system. It's actually a PC; everything else is connected to it and it controls everything in the system.

Description	Description
Processor	The processor is considered the "engine" of the computer. It is also known as CPU (central processing unit).
Memory (RAM)	System Memory is commonly referred to as RAM (for Random Access Memory). This is the main memory, which holds all the programs and data that the processor uses at any given time.
Case/chassis	An enclosure is the frame or chassis that holds the motherboard, power supply, hard drive, adapter cards, and any other physical system components.
Power supply	The power supply is what feeds electrical power to every single part in the PC.
Floppy drive	The floppy drive is a simple, inexpensive, low-capacity, removable-media, magnetic storage device.
Hard drive	The hard disk is the primary archival storage memory for the system.
CD-ROM/DVD-ROM	CD-ROM (compact disc read-only) and DVD-ROM (digital-multi-disc read-only) drives are relatively high-capacity portable multimedia optical drives.
Keyboard	The keyboard is the primary device on a PC that is used by a human to communicate with and control a system.
Mouse	Although many types of pointing devices are on the market today, the first and most popular device for this purpose is the mouse.
Video card	The video card controls the information you see on the monitor.
Monitor	The monitor is the display card (output unit) of the system
Sound card	It enables the PC to generate complex sounds.

Table 7.1.1: Basic components of a PC

What are I/O Devices?

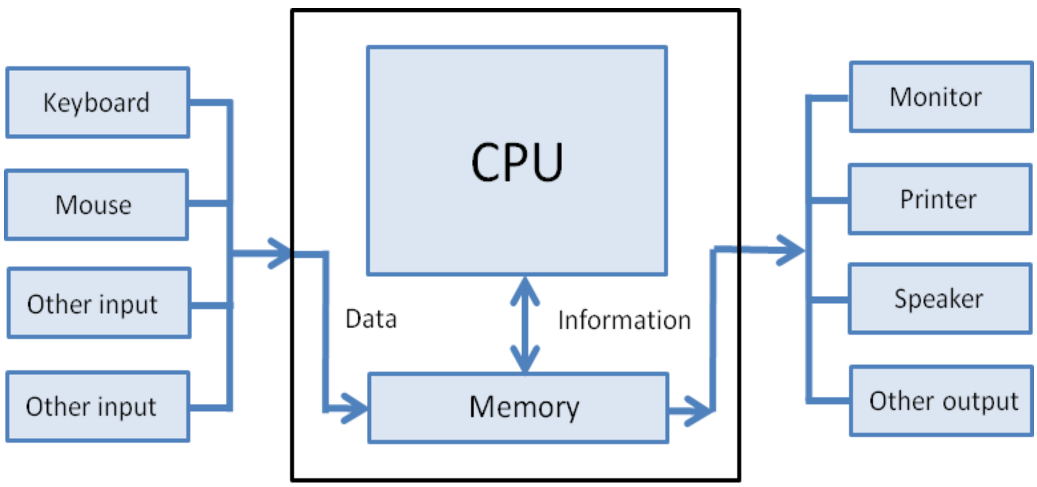


Fig 7.1.1: A set of basic components and devices

The term Input/Output (I/O) is used to describe any program, operation, or device that transmits data to or from a computer or device. Each transfer is an output from one device and an input to another. Devices such as keyboards and mice are input-only devices, while devices such as printers are output-only devices. The CD-ROM can be written as both an input device and an output device.

Types of I/O Devices

Fig 7.1.2: Input and output devices

Input Devices:

a. Graphics Tablets

b. Cameras

c. Video Capture Hardware

d. Trackballs

e. Barcode reader

f. Digital camera

g. Gamepad

h. Joystick

i. Keyboard

j. Microphone
k. MIDI keyboard
l. Mouse (pointing device)
m. Scanner
n. Webcam
o. Touchpad
p. Pen Input
q. Microphone
r. Electronic Whiteboard
s. OMR
t. OCR
u. Punch card reader
v. MICR (Magnetic Ink character reader)
w. Magnetic Tape Drive

Output Devices:

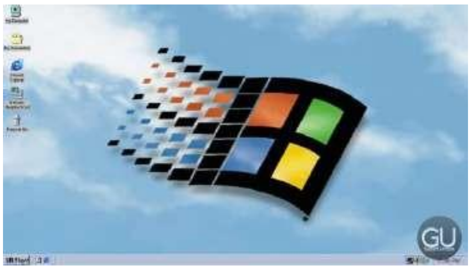
a. Monitor (LED, LCD, CRT etc.)
b. Printers (all types)
c. Plotters
d. Projector
e. LCD Projection Panels
f. Computer Output Microfilm (COM)
g. Speaker(s)
h. Head Phone
i. Visual Display Unit
j. Film Recorder
k. Microfiche

Both Input–Output Devices:

1. Modems
2. Network cards
3. Touch Screen
4. Headsets (Headset consists of Speakers and Microphone. Speakers act as an Output Device and Microphone acts as an Input device)
5. Facsimile (FAX) (It has scanner to scan the document and also has printer to Print the document)
6. Audio Cards / Sound Card

Fig 7.1.3: Different parts of a computer (PC)

Different Versions of Windows

Windows 1 	Windows 2 
Windows 3 	Windows 3.1 
Windows 95 	Windows 98 

Windows ME 	Windows 2000 
Windows XP 	Windows Vista 
Windows 7 	Windows 8 
Windows 8.1 	Windows 10 

Fig 7.1.4: Different versions of Windows

7.1.2 Ensure Confidentiality with Customer Data

It is important that you as a CRM take all measures to keep information secure. Information security is the activity of protecting information from unauthorized access, use, disclosure, interference, modification, inspection, recording or destruction. This data can be in electronic or physical form.

Some rules to keep in mind when handling sensitive data are:

- Do not disclose customer personal and financial information to anyone other than the account holder
- Unauthorized, written information written or orally, do not disclose to any customer/competitor/ anyone else who e.g. copy of customer profile etc.
- Do not share customer information with other customers

Customers place high trust in the organization and CRM before sharing their personal information. It is important for CRM to maintain this trust and confidence by maintaining the absolute confidentiality of customer information. Sharing this data with any unauthorized person is a criminal offense. If convicted of this crime, the perpetrator could be found guilty and jailed.

Some ways in which data can be protected are:

- Data received from the client during processing, in any form such as hard copies or softcopies, is destroyed or returned back after the completion of work
- None of the employees are allowed to bring any storage devices like memory cards, CD/ DVD/ blue ray disc, external hard disk, floppy disk, pen drive etc. to work
- At entry and exit points, the security guards frisk the employee to check that none of the storage devices are carried in or out by the employee
- CDs, DVDs, pen drive, disk drive or any other storage devices are not allowed in the individual PCs and in the office premises without prior permission from authorized management and team leaders
- The professional firewall system restricts the users to surf or access unauthorized sites on the internet
- Firewall restricts the rights of all the users within the company.
- A written Non-Disclosure Agreement (NDA) is obtained at the time of joining from each employee
- Entrance in operations area is restricted by finger print software as per the privacy norms and requirements
- The server for the website is protected too and it is crucial for the CRM to ensure that he or she do not use, access or try to dig for unauthorized information
- Limited access to the network is given through login IDs and password protection
- Passwords and access controls are well defined for authorized internal persons
- Limited access to the network is given through login IDs and password protection
- Passwords and access controls are well defined for authorized internal persons.

Treat confidential information correctly

As a CRM, we work on projects with confidential information. Even in an SLA, respecting confidentiality is a key provision, and breaching it will result in contract termination.

Every client wants certain information to be kept confidential. Information leakage can lead to great loss and hence CRMs should be careful while working. To avoid information leaks that could be considered a security breach, anti-spam, anti-spyware, and anti-phishing tools should be installed.

To understand how confidential information is handled,

- Maintain that all the new employees accept and sign the Confidentiality Agreement
- Recognising the relevant organisational confidential information and details must be taken into consideration. These may be in the form of:
  - Verbally disclosed information
  - Written information
  - Slides and Handouts
  - Visual information
  - E-mail and file documents
  - Carefully reviewing the NDAs from 3rd Parties

Work within the organization's policies and procedures and Work within the limits of lesson

Compliance is essential. Moreover, the image of the company or brand is also affected due to the accuracy of the work. Working carefully contributes to the development of the company's image as well as an ethical stance with the professional community.

New entrants will never understand the importance of submitting work correctly if they don't know the expected benchmarks. Therefore, it is important for corporate trainers to clearly define the goals of the CRM. One of the best ways to do this is with the help of "SMART".

S – Specific

M – Measurable

A – Achievable

R – Relevant

T – Timely

- **S - Specific.** It emphasizes the specification of a specific goal rather than a general goal. A specific goal will often answer the "Why", "What", "Who", "Which" and "Where" questions. While pursuing their day-to-day responsibilities, service people must pay attention and respect these 5 questions, to stay clear about their goals and whether they align with the interests of the organization. Executives must not only work to achieve success for themselves but also for the betterment of the organization as a whole.
- **M - Measurable.** It emphasizes measuring progress towards goal achievement. A measurable goal often answers the question "How much?" and how much? " Any activity that a moderator must perform on a daily basis must have their results expressed in terms of volume, workload, or quantity. This should be reported to the direct supervisor or line manager, who will evaluate the employee at the end of the year. The Daily Work Report (DWR) should be kept and emailed to the supervisor on a daily basis.
- **A - Accurate & Achievable.** Achieve all predefined metrics and meet Service Level Agreements (SLAs). Each task must be error-free.
- **R - Relevance and real-time reporting.** All activities and achievements related to the position should be reported to direct management as they occur.
- **T - Timely and on target.** Activities should be prioritized according to long-term and short-term goals. Short-term goals should be broken down into small, achievable, measurable, and time-bound steps. In turn, this creates a sense of urgency, speed, and ownership of one's tasks.

Fig 7.1.5: Implementation of SMART module enhances quality of performance

Summary

- The components and peripherals necessary to assemble a basic modern PC system:
  - Motherboard
  - Processor
  - Memory (RAM)
  - Case/chassis
  - Power supply
  - Floppy drive
  - Hard disk
  - CD-ROM, CD-RW, or DVD-ROM drive
  - Keyboard
  - Mouse
  - Video card
  - Monitor (display)
  - Sound card
  - Speakers
  - Modem
- Even in SLA, respect for confidentiality is a key provision and breach of it leads to termination
- Information leaks can lead to great loss and therefore CRMs must be careful when working. To avoid

information leaks that could be considered a security breach, anti-spam, anti-spyware and anti-phishing tools should be installed

- Some rules to keep in mind when handling sensitive data feeling is:
- Do not reveal customer's personal and financial information to anyone other than the account holder
- Unauthorized information, written or verbal, cannot be divulged to any customer / competitor / any other person e.g. photocopy of customer information sheet etc.
- Do not share one customer's information with the other customer.

Notes

Exercise

Write Input or Output beside the name of the devices

1. Monitor
2. Keyboard
3. Mouse
4. Printer
5. Scanner

Answer in one word:

1. The motherboard is
2. RAM stands for
3. The frame or chassis that houses the motherboard is chated
4. Which card controls the information you see on the monitor
5. NDA stands for

Activity

Activity 1

- This activity is in the form of "Quiz Competition"
- The Trainer will divide the class into three groups viz. Group A, Group B and Group C
- The Trainer will conduct a quiz competition to evaluate the understanding of the topic
- The questions will be based on the essential computer parts
- There will be 10 points for correct responses and -5 for incorrect responses or no responses
- The group with highest point will be adjudged the winner.

Activity 2

- This activity is in the form of industrial visit
- The Trainer will take the Trainees to a domestic BPO
- Trainees must carry their Student ID, badge, notebook, pen
- The Trainer will arrange a session in the floor where Trainees will get to see how CCEs take a live chat and respond to an email
- This should be a three day programme
- Each day, the Trainer shall introduce a new tool to the Trainees that are essential to CRMs (Domestic Non-Voice)
- Trainees must take down the vital notes and ask questions in case they have a doubt.

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8. Software Requirement for Domestic Non Voice Process

IT - ITeS SSC
NASSCOM

Unit 8.1 - Use of CRM Software Tool

SSC/N3021

Key Learning Outcomes

At the end of this module, participants will be able to:

1. Identify the type of technicalities required for query management through e-mail/ chat (inbound or outbound)

UNIT 8.1: Use of CRM Software Tool

Unit Objectives

At the end of this unit, participants will be able to:

1. Distinguish features of the CRM Software tool to capture query management through e-mail/ chat (inbound or outbound)

8.1.1 How to Read Data with a CRM System and Analyze Information

If you accept an order, you have the advantage of having a script in front of your computer screen. This is due to the CRM software.

- Customer relationship management software or CRM on your computer system provides you with a script
- You just read the question on the computer screen over the phone and enter the customer's answer into the CRM
- Order details are saved in the system. It requires a lot of concentration because you have to read, speak, listen and type simultaneously while taking orders from customers.

Demonstrate the use of a CRM software tool to maintain a database

A CRM system helps an organization identify, isolate, and target leads and generate leads. A key marketing function is measuring and tracking the effectiveness of social media campaigns, including phone, email, direct mail, search, and social media. The CRM system tracks and monitors who views, responds to, clicks on, and interacts with any post or chat to action. It also allows reporting on overall campaign metrics, such as views, clicks, responses, leads generated, deals closed, acquisition, and revenue. Most CRM systems are able to track, record, and maintain customer interactions, thereby nurturing relationships from first contact to closing, providing a 360-degree view. on customer relationships.

However, it is important that the Customer Service Executive can read and interpret the data in the CRM system. The steps to improve the skill are described below:

Step 1: Investigating the Ins and Outs of Your CRM Data

The first step to effective mining of the CRM for information, interactions and statistics is to scrutinize the CRM system. In addition to that, it is useful to search for details in onsite or online backup data storage where CRM data might also be archived.

The immediate goal is to form an understanding of the following:

- Types of available data
- Their sources (manually entered, imported, or machine-generated)
- Approved or widely used formats
- How to extract the data out of the current systems

It is imperative to remember that in this step, one is not yet analyzing the data in the conventional sense. Instead, it is the step to decide exactly when, where and how these data can be used.

Step 2: Collecting Data

Before making meaningful use of collected data, it is important to collect available data in an easily accessible place. For example, as a collection of interconnected tables, a fully relational database, or a series of spreadsheets from which you can run reports and queries. There are some helpful practices around these steps.

Data structure by unit of analysis is also a necessary element of this phase. These can be individual contacts, an individual customer account, or a customer division. Once this is determined, it will be easy to define metrics to link the data tables in the CRM system, so that they are interwoven around the analytic unit.

Step 3: Analyze Map Data

Before diving into explaining the CRM system, a game plan needs to be developed. In fact, that's the real secret to high-impact data analytics - mapping the results before you even start.

At this point, the available data have been linked around the analytical unit and analysis will begin at this step. First, an agent must work on a map of analytical steps to perform. Always focus on the analytical inferences that will help achieve the goals set by the organization. Therefore, start by identifying the type of conclusion that will help accomplish the same thing, and work your way from the expected results to the analyzes that will provide those results (or other proof).

It is beneficial to consider the following:

- The quantity to be evaluated
- What are the objectives to be juxtaposed it against

Evaluate how CRM software handles issues related to Contact management, Lead management, Email tracking, social media management, Query Resolution, etc.

Insight for	Unit of Analysis	Required Data	Expected Output
Marketing Strategy	Leads/Contacts	• Leads/contacts demographic data • Activity data • Lead/contact conversion data	• Prevalent characteristics of leads/contacts • Conversion rates • Effectiveness of sales & marketing activities
	Marketing Campaigns	• Leads/contacts associated with campaigns • Conversion & activities data • Campaign costs	• Performance of campaigns • Conversion rates • Cost per opportunty • Cost per lead • Avg. Time taken per conversion

Insight for	Unit of Analysis	Required Data	Expected Output
Sales Operations	Accounts and Opportunities	• Opportunity data • Opportunity history data • Account demographic data	• Segmentation of opportunities and accounts by demographic and firmographic factors • Conversion rates • Sales cycle stages and length
	Opportunities and Contacts	• Opportunity history data • Associated contacts and associated activities history	• Buyer roles and buyer personas
	Opportunities	• Opportunity history • Associated opportunity owner	• Sales rep performance analysis • Opportunity coverage analysis
Customer Onboarding and Success	Accounts	• Account demographic information • Billing information • Associated contacts and history	• Current customer segmentation • Use case analysis • Buyer and user personas
	Support Cases	• Activities data	• Success metrics • Customer support

Table 8.1.1: Types of analysis with CRM tools

Step 4: Executing the Analyses and Interpreting the Results

Once the plan is chalked out in details and prepared properly, the agent is ready to dive in and begin analyzing the data with available toolsets and data scripts. At this point it is recommendable to set up automation steps and templates, to avoid starting analysis from scratch.

Again, for each of the analyses, think of the ultimate answers, and optimize calculation steps toget exactly those answers. The less data is touched, the fewer the steps one needs to carry out, in turn the less error prone the results are.

Summary

- If you are accepting order, then you have the benefit of the script being available to you in front of your computer screen. That is thanks to the CRM software.
  - o The Customer Relationship Management or CRM software on the computer system gives you the script
  - o All that you must do is to read out the questions from the computer screen over the phone and type in the customer's responses into the CRM
  - o The details of the order are, thus, logged into the system. This requires a lot of concentration because you must read, speak, listen and type simultaneously while taking the order from the customers
- CRM system helps an organization identify, segregate and target potential clients and generate leads
- The first step to effective mining of the CRM for information, interactions and statistics is to scrutinize the CRM system
- Structuring data according to the unit of analysis is also a vital part of this step. It can be individual contacts, individual customer account, or a segment of customers
- Always focus on the anlytical deductions that will help achieving the objectives set by the organization. Therefore, begin with defining the kind of conclusions that will help accomplishing the same, and work backwards from the expected results to the analyses that will provide those results (or prove otherwise).

Notes

Exercise

State True or False against the following statements

1. The Customer Relationship Management or CRM software on the computer system does not give you the script.
2. CRM is an integrations software with multiple facilities.
3. You must group the data and structure it manually before feeding it to the CRM tool.
4. The first step to effective mining of the CRM for information, interactions and statistics is to scrutinize the CRM system
5. CRM allows you to raise service requests and tickets.

Activity

Activity 1

- This activity is in the form of "Lab Session"
- The trainer will take the trinees to the lab which must comprise a standard CRM system
- The trainer will show the trainees how to work with CRM system, specifically, searching customer's details, updating customer's details, reading interactions and estimating cutomer's needs
- The trainees will carry their notebook and pen so that they can note down vital points
- If the trainees have any query, they will raise their hand and ask the question to the trainer
- The trainer will answer the questions one by one.

Activity 2

- This activity is in the form of "Hands-on"
- The trainer will divide the class into several groups depending on the head count
- The groups will be assigned with the following tasks:
  - Search a customer details in the CRM system
  - Update the CRM system maintaining the SOP
  - Read and interpret previous interactions to understand customer's needs
- The trainer will allot CRM systems with access to the groups
- Each group will work on the given tasks within a timeframe alloted by the trainer before the session begins
- The trainer will keep an eye on the performance of each trainee
- The best performers will be appreciated by the class.

Scan the QR codes or click on the link to watch the related videos

youtu.be/QgKZE7n1FwA

Use of CRM Software Tool

9. Process Requirement for Handling Customers

Unit 9.1 - Process Flow from a Query Initiation to its Final Resolution

Unit 9.2 - Escalating QRC

SSC/N3021

Key Learning Outcomes

At the end of this module, participants will be able to:

1. Create a process flow from a query initiation to its final resolution
2. Communicate with customers in an amicable way and refrain from confrontation

UNIT 9.1: Process Flow from a Query Initiation to its Final Resolution

Unit Objectives

At the end of this unit, participants will be able to:

1. Create a process flow from a query initiation to its final resolution

9.1.1 Advise the Customer w.r.t. Time Frame if Still Investigating, Researching the Query

Providing Records to Customers

When customers chat with chat agents, they receive valuable information that they may want to keep for their records. The problem is that most people don't record all conversations, so this information can be lost.

Action: At the end of the live chat session, offer to email a copy of the transcript to your client for their records.

Using predefined messages

Predefined messages are a set of pre-written messages that CCE has access to in its CRM engine. When customers join a live chat, they should be greeted with professionalism and courtesy. But it can take a long time for your chat agents to type these standard messages each time. This is where automatic preset messages can really come in handy. Use them carefully and wisely.

Use targeted proactive chat

Customers don't always initiate a conversation, so you'll need to proactively identify people who might need help and then open a chat window with them. Customers can decline offers to participate in live chat, but that's not bad. In fact, increasing the chat supply is enough to convey a feeling of goodwill.

Using pre-chat surveys

When customers initiate a chat session, they must be allowed to provide preliminary information that, as part of a pre-chat survey, will determine the direction of the chat session story. For example, they can provide their name and a quick description of what they're looking for. The chat agent can then enter the prepared conversation to address the customer's concern.

Foster cross-departmental collaboration

Chat agents should be viewed as an internal sales and support department and as such should understand all product lines in your organization. This makes it possible for them to provide a deeper perspective when dealing with customers, whether as a salesperson or a support person.

Using the typing indicator

Your CRM tool can also let you see what customers are typing as they type it. This not only gives you insight into what customers are thinking as they type, but also allows you to respond faster to a response.

With an effective CRM tool, you should also be alerted when a customer hits the "send" button in a conversation. Alerts are audible, visible, or both, and can be used to interrupt a busy chat agent and let them know that a customer is waiting for a response. Remember that you have the ability to handle multiple conversations at once, so anything that helps you multitask will help.

Using chat forwarding

As a chat agent, you may not need to know everything. Individual agents may have different areas of expertise. If a chat agent engages in a conversation beyond their current level of expertise, they can quickly be transferred to another employee. When you do this, make sure the customer knows about the transfer.

Automatically accept chat requests

Customers do not need to wait for someone to respond to chat requests. When a customer initiates a chat session, the system automatically accepts the chat and notifies the customer that a chat agent will respond immediately. (During this time, customers can complete a pre-chat survey, as mentioned in point 4.) Your response time should be under 10 seconds. The only way to ensure a quick response is to accept all chats immediately

Checking Chat History for Visitors Back

You can gain helpful perspective by quickly reviewing previous conversations with an individual customer. This allows you to stay up-to-date on issues previously discussed by your customers and proactively monitor any issues. Customers will appreciate the fact that they don't have to repeat their previous problems to newly assigned chat agents.

Chat button for sending e-mail

E-mail customers can integrate a live chat button on their e-mail. This is a great feature that allows customers to provide direct feedback on any questions they may have regarding email. Emails can be anything from newsletters or follow-ups to personal questions or complaints.

Live chat integrated with your CRM tool

Your company's CRM tool can be integrated with live chat, in which case you will have access to sales records of customer. This will allow you to update your CRM records after a chat session. It also allows you to have a closer look at the history of each customer, if this history is already present in the CRM tool.

9.1.2 Communicate with Customers in an Amicable Way

Customer Centricity

Customer-centred approach helps you build repeat, repeat customers who want to enjoy your products and services again. If your priority is the customer and you show it to him, he will be happy to be a part of the growth of your business that builds its brand and reputation. Your priority is to help her in the best possible way.

Example 1: The first important thing to start a conversation is to greet the customer, thank them for contacting you, and make them feel important using phrases like “we're happy to hear from you.” helped you”, “nice you contacted us”, etc.

Example 2: Suppose you are the relationship manager of a real estate company and your job is to increase demand based on a client's payment plan. The client should trust you on your time and be consistent to increase the time claim because if payment is default, there will be an implied penalty for the customer. The same applies to customers with credit cards.

A few essential qualities that a CCE must have while dealing customers are:

Don't Do It Personally

Although angry customers show their frustration with you, they know you are not the cause of their problems. Allow them to express their problems and don't take it personally. Listen to her story without interrupting her, then find a way to help her.

Never Say It Again

It's natural for disgruntled customers to express anger, but some customers may go too far and your response may be in self-defence. However, as a professional customer service professional, you should never back down. Maintain your integrity and be the best. If a customer starts abusing you, let them know that you understand their frustration and that acting rude won't solve their problem. Let the client know that you're there to help, but there's nothing you can do until they calm down.

Be Kind

If an angry customer refuses to calm down, be kinder. Be sincere, respectful and understanding. Show empathy for their plight and empathize with their frustration. By staying calm and controlling your own anger, you may find that your client will be a little calmer, too. Try telling a joke to lighten the mood or share a story to show that you can relate.

Be patient

Everyone and every situation is different, so be patient and understand that some angry clients may take longer to relax, and some may be angrier when they do the chat or live chat continues. Stay in control and try to steer the conversation towards a happy resolution

“I’m sorry you are unhappy with your purchase. Let’s work together to turn things around.”

“I’m sorry you didn’t receive your purchase on time. Let me find out what I can do to make it up for you.”

“I’m sorry you are so disappointed. I understand where you are coming from, and I will do my best to solve your problem.”

Troubleshooting

When your angry customer is finally exhausted, ask questions to gather facts about the problem. Work with your customer to find a solution that pleases both of you, or else you'll end up back where your conversation started. Remember, though, that you're running a business and don't overpay for customer complaints. The solution must be fair and reasonable for both parties.

Relieve Your Stress

End the conversation with a happy note and find a way to relieve your stress. Let your customers be angry.

Identifying various issues that can affect customer satisfaction

In addition to using these tips, CCEs should be aware from time to time of any major issues that could affect satisfaction of customer. Also, he/she should research the best ways to deal with and avoid these problems.

UNIT 9.2: Escalating QRC Resolution

Unit Objectives

At the end of this unit, participants will be able to:

1. Escalate matters which fall out of your authority

9.2.1 Try to De-escalate Before Escalating a Matter to the Senior Level.

The CCE must try to solve the issue on his own. However there could be some issues which demand expertise or more extensive feedback or action, thus such issues may be needed to be dealt by your seniors, by other team members or a subject matter expert.

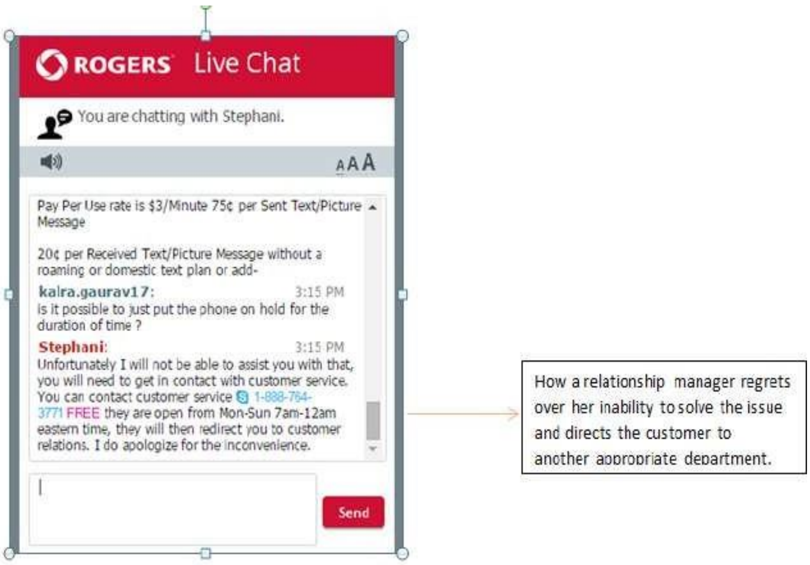

Fig 9.2.1: Try to de-escalate at least twice before involving higher management

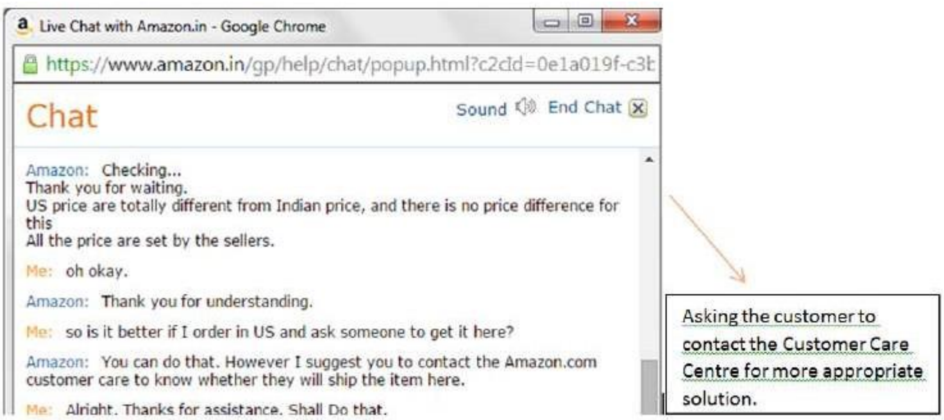

Fig 9.2.2: Provide accurate and honest replies

Few points to keep in mind during escalation:

- Empathise with customers.
- Ask probing questions to get as much information as possible.
- Then escalate the issue to the supervisor rather than arguing with the customer.
- Provide supervisor with the information regarding the customer and the issue.
- Take some time from the customer to brief your supervisor but remember to return to the customer in that time.
- Inform the customer that your supervisor will handle the issue.

After you have provided the customer with appropriate solution to his issues, it is important to take his feedback. Taking feedback helps you to

- serve the customer better in future
- know what improvement he is looking for in customer service
- it creates good image of the company in the eyes of the customer and
- helps you to know the things customer is unhappy with, so that they don't reoccur in future as far as possible

There are two main types of escalation systems: functional escalation and hierarchical escalation.

Functional Escalation

For some companies, escalation can be immediate in customer service. An employee who joins the conversation can immediately realize that they don't have the expertise or resources to answer a question. Therefore, they transferred the request to another team. Such a process is chated "functional escalation".

Hierarchical escalation

In other cases, the escalation process may not be so straightforward. "Hierarchical escalation" occurs when issues are moved up a chain of command as the experience evolves. Usually, this is when a problem or question cannot be resolved and the customer insists on getting an answer.

Here are some examples of when and how hierarchical escalation may occur:

a. If a customer emails you but receives no response in the timeframe set out in your Service Level Agreement (SLA). The issue should then get escalated to ensure a timelier response.

b. A client enquires your customer service team and chats to an agent. The agent fails to solve their problem, or the customer frustrated by the interaction. That customer's problem is then passed to a more experienced agent or a team member in a position of authority.

c. Rather than reaching out to a rep directly, a customer interacts with a chatbot. If that automated channel is unable to help, it should be escalated to a human agent.

Advantages of Customer Feedback:

Get Honest Reviews

Customer feedback is essential to getting an honest opinion about a customer's service or product.

These opinions can facilitate entry into the minds of the most important critics.

Improve Relationships

When your customers feel that your business really cares about them and what they think, they are more likely to become loyal customers of your business. When companies make changes based on the feedback they receive, it shows that customer opinions are important to the business.

Low Cost Business Advice

Feedback is low cost advice to improve a business because the end customer is the end user and you improve based on them.

More Customers

A satisfied customer attracts more customers. There is nothing better than word of mouth to bring laurels to a product or service.

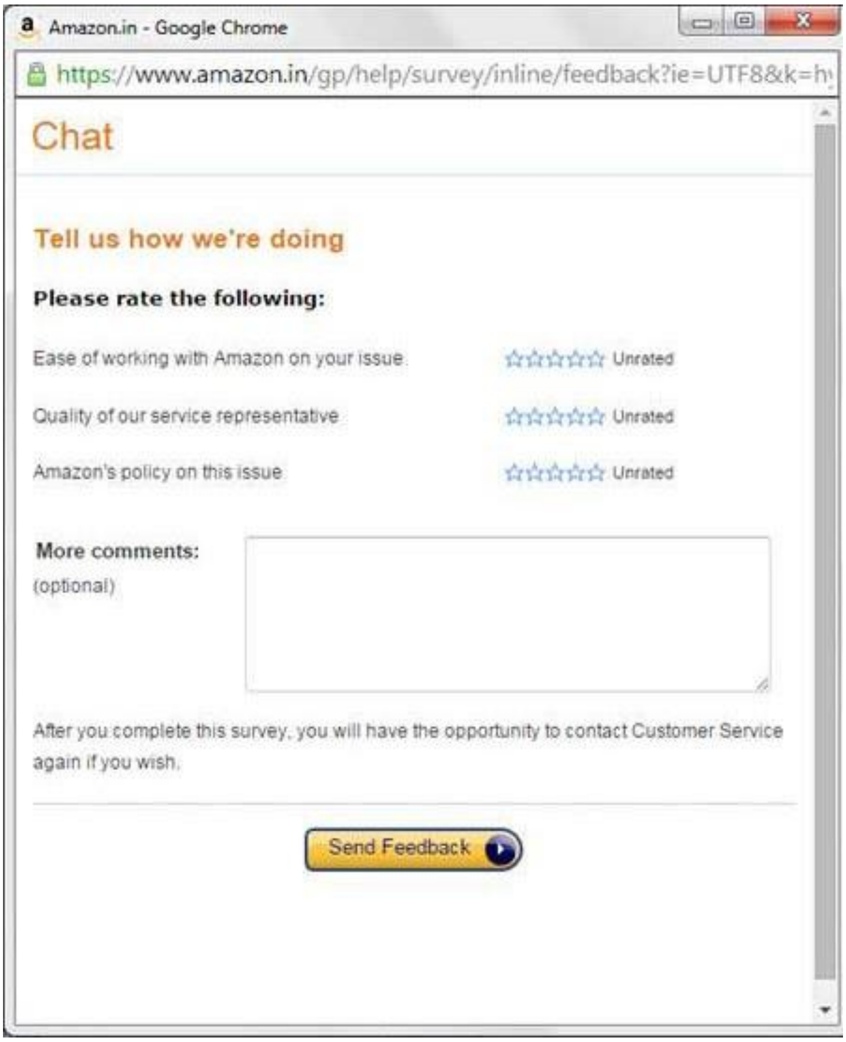

Fig 9.2.3: A sample feedback page for customers

Summary

- When customers chat with chat agents, they pick up useful information they may want to keep in their records
- At the conclusion of a live chat session, offer to email a copy of the transcript to your customer for their records
- Canned messages are a set of pre written messages which the CCE has access to on his CRM Tool
- Customers won't always initiate the chat conversation, so you will need to proactively identify individuals who may need help and then raise the chat window with them
- Your CRM Tool might also enable you to see what the customers are typing while they type it
- Being customer centric helps you form consistent and repeat customers who would like to take your products and services time again
- Although angry customers will take their frustration out on you, they know that you did not cause their problem
- The CCE must try to solve the issue on his own. However there could be some issues which demand expertise or more extensive feedback or action, thus such issues may be needed to be dealt by your seniors, by other team members or a subject matter expert
- Taking feedback helps you to
    - serve the customer better in future
    - know what improvement he is looking for in customer service
    - it creates good image of the company in the eyes of the customer and
    - helps you to know the things customer is unhappy with, so that they don't reoccur in future as far as possible.

Notes

Exercise

Fill in the blanks with appropriate responses

1. Canned messages are_________________________________.
2. Chat agents should be considered__________sales and_____________department.
3. Being customer centric helps you___________________________.
4. Customer feedback is vital to_____________________.
5. If an angry customer refuses to calm down, then______________________.

Activity

Activity 1

- This activity is in the form of "Industrial Visit"
- The trainer will arrange a session at a chat centre to show the trainees how things work
- The trainees will carry Student's ID, pen and notebook with them
- The trainer will introduce an expert to the trainees who will explain the process flow
- The trainer will introduce trainees to the tools and equipment that a CRM uses
- The trainees will take down important notes and if they have any doubt, they will raise hand and get clarification from the expert/ trainer
- The trainer and the class will thank the expert for giving them his/ her valuable time.

Activity 2

- The Trainer will ask the Trainees whether they have understood the chapter or not
- In this activity, the Trainer will ask the Trainee some questions related to the topic
- The Trainees will answer the questions according to their understanding of the topic
- In case, the Trainees have queries and confusions in their minds; they can put forth those in front of the Trainer
- The Trainer will ensure that he or she can give appropriate answers to the queries placed by the Trainees
- At the end of the session, the Trainees will be appreciated with accolades.

Scan the QR codes or click on the link to watch the related videos

youtu.be/XWq-dN01V9Y

Process of Query Resolution

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10. Employability Skills

DGT/VSQ/N0102

Employability skills can be defined as those soft skills which employers look for in a potential employee. These skills equip the employees to carry out their role to the best of their ability and client satisfaction. For example, the ability to explain what you mean in a clear and concise way through written and spoken means helps to build a better relationship with the client or the customer. Similarly, handling stress that comes with deadlines for finishing work and ensuring that you meet the deadlines can be done through effective self-management training. It can also be done by working well with other people from different disciplines, backgrounds, and expertise to accomplish a task or goal. In today's digital age, employers expect that the employees should be able to make use of elementary functions of information and communication technology to retrieve, access, store, and produce, present and exchange information in collaborative networks via the Internet. Students need to develop entrepreneurial skills, so that they can develop necessary knowledge and skills to start their own business, thus becoming job creators rather than job seekers. Potential employees need to develop green skills, which are the technical skills, knowledge, values and attitudes needed in the workforce to develop and support sustainable social, economic and environmental outcomes in business, industry and the community. Thus, students are expected to acquire a range of skills so that you can meet the skill demands of the organisation that you would work for or to set up and run your own business.

This chapter is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

The scope covers the following:

- Introduction to Employability Skills
- Constitutional values – Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs.

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youtu.be/SYfOdCsMQV0

Work ethics to Follow

youtu.be/Dge3a-4YkI8

Evacuation Procedures

youtu.be/GhEnju8xDnA

Health Safety and Accident Reporting

11. Annexure

Sr. No	Module No.	Unit No.	Topic Name	Page No.	URL	QR Code (s)
1			Sub-sector oriented video		youtu.be/I80GU8KB-6Q	
2	Module 1: Introduction to the Job Role of Customer Care Executive – Domestic (Non-Voice)	Unit 1.1: Job Role of a Customer Care Executive – Domestic (Non-Voice)	Job Role of a CCE-Domestic Voice	3	youtu.be/w72P22UGjAQ	
3	Module 2: Attending Customer Queries (SSC/N3021)	Unit 2.1: Capture Query and Identify SLA for Resolution	Capture Query and Identify SLA for Resolution	17	youtu.be/bOpWwvhT6SI	
4	Module 3: Process of Query management (SSC/N3021)	Unit 3.1: Query Resolution Tools	Query Resolution Tools	25	youtu.be/ef_ODJZi9hw	
5	Module 4: Deal with Customer Queries (SSC/Q3021)	Unit 4.1: Evaluate Query Resolution	Evaluate Query Resolution	33	youtu.be/iWhcwxk1YVc	
6	Module 5: Documentation Process for Customer Queries (SSC/N3021)	Unit 5.1: Different Styles/Approaches of Documentation	Documentation Process for Customer Queries	49	youtu.be/4ko0aqJGpeI	

Sr. No	Module No.	Unit No.	Topic Name	Page No.	URL	QR Code (s)
7	Module 6: Manage Query Resolution (SSC/N3021)	Unit 6.1: Categorize the Mood of the Customer	Mood of the Customer	61	youtu.be/x9AVEF4KSy4	
8	Module 8: Software Requirement for Domestic Non Voice Process (SSC/N3021)	Unit 8.1: Use of CRM Software Tool	Use of CRM Software Tool	85	youtu.be/QgKZE7n1FwA	
9	Module 9: Process Requirement for Handling Customers (SSC/N3021)	Unit 9.1: Process Flow from a Query Initiation to its Final Resolution	Process of Query Resolution	93	youtu.be/XWq-dN01V9Y	
10	Practice Employability Skills (DGT/VSQ/N0102)	Employability Skills	Work ethics to Follow	103	youtu.be/SYfOdCsMQV0	
			Health Safety and Accident Reporting	103	youtu.be/GhEnju8xDnA	
			Health Safety and Accident Reporting	103	youtu.be/GhEnju8xDnA	

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