Customer Care Executive (Call Center)

Electives: Call Center/ Relationship Center

QP Code: PWD/TEL/Q0100

Version: 2.0

NSQF Level: 3

Skill Council for PwD || 501, City Centre, 5th Floor, 12/5, Plot 5, Sector 12, Dwaraka New Delhi 110076

Adoption of Job Role for PwD : Job mapping is critical for skill training of PwD so that the livelihood opportunity looks at him/ her not because he/ she is having a disability but because of the skill. Mapping with a disability involves research with subject matter experts (SMEs) with a view on the industry requirement without compromising on performance outcome. In cases, mapping is also supported by the use of assistive tools/ technology.

Expository Mapped Parameters

Sector	PwD
Originating SSC	Telecom
Original QP code	TEL/Q0100
QP Version	2.0
Expository Next Review Date	27/01/2027

Expository Code	Expository Version	Expository Name	Minimum EntryCriteria	Expository Linked On
E001	1.0	Locomotor Disability	10th Class Pass with 2 years of experience OR 10th Class Pass + ITI (1 year after Class 10th) with 1 year Experience OR 10th Class Pass + ITI (2 years after Class 10th) OR 10th Class Pass and pursuing continuous regular Schooling OR 3 Year Diploma (After 10th) OR 12th Class Pass with 6 months experience OR Previous relevant Qualification of NSQF Level 3 with 2 years of experience *For 10th class with No experience- OJT/internship of 8 months	27/01/2027
E002	1.0	Blindness /Visual Impairment	10th Class Pass with 2 years of experience OR 10th Class Pass + ITI (1 year after Class 10th) with 1 year Experience OR 10th Class Pass + ITI (2 years after Class 10th) OR 10th Class Pass and pursuing continuous regular Schooling OR 3 Year Diploma (After 10th) OR 12th Class Pass with 6 months experience	27/01/2027

			OR Previous relevant Qualification of NSQF Level 3 with 2 years of experience *For 10th class with No experience- OJT/internship of 8 months	
E003	1.0	Low-vision (Visual Impairment)	10th Class Pass with 2 years of experience OR 10th Class Pass + ITI (1 year after Class 10th) with 1 year Experience OR 10th Class Pass + ITI (2 years after Class 10th) OR 10th Class Pass and pursuing continuous regular Schooling OR 3 Year Diploma (After 10th) OR 12th Class Pass with 6 months experience OR Previous relevant Qualification of NSQF Level 3 with 2 years of experience *For 10th class with No experience- OJT/internship of 8 months	27/01/2027

Contents

TEL/Q0100: Customer Care Executive (Call Center)

Brief Job Description

The individual in this job role is responsible for providing support to customers by handling, following and resolving walk-in and telephonic queries, requests and complaints in a timely manner. The individual is also responsible for proactively promoting, recommending and selling the products and services of the organisation.

Personal Attributes

The individual in this job should be skilled in problem solving, time management and in working under pressure. They should be patient, attentive, can communicate clearly and use positive language. They should be goal-oriented, have persuasion skills, and have the willingness to learn.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. TEL/N0101: Resolve Customer Queries, Requests and Complaints

2. TEL/N0102: Develop Customer Relationship

3. TEL/N0115: Monitor and Analyze Performance

4. TEL/N9101: Organise Work and Resources as per Health and Safety Standards

5. TEL/N9102: Interact Effectively with Team Members and Customers

6. TEL/N2215: Manage work area and maintain personal appearance

Electives(mandatory to select at least one):

Elective 1: Call Center

This OS unit is about providing service assistance to customers via phone and finding opportunities to pitch telecom products and services on call.

1. TEL/N0116: Attend and Make calls for Service and Sales

Elective 2: Relationship Center

This OS unit is about grooming oneself, managing the showroom/outlet as well as how and when to sell, up-sell and cross-sell products and services to walk-in customers on the basis of their requirements.

1. TEL/N0117: Manage Self, Showroom Upkeep and Sale of Products and Services

Qualification Pack (QP) Parameters

Sector	Telecom
Sub-Sector	Service Provider
Occupation	Customer Service – Service Segment
Country	India
NSQF Level	3
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5244.0303
Minimum Educational Qualification & Experience	10th Class OR 8th Class with 2 Years of experience in sales or marketing
Minimum Level of Education for Training in School	10th Class
Pre-Requisite License or Training	Basic computer knowledge and operation skills
Minimum Job Entry Age	15 Years
Last Reviewed On	27/01/2022
Next Review Date	27/01/2026
NSQC Approval Date	27/01/2022
Version	2.0

TEL/N0101: Resolve Customer Queries, Requests and Complaints

Description

This OS unit is about handling queries, requests and complaints of the customer for telecom services and also resolving data related queries.

Scope

The scope covers the following :

- Analyse customer requirements and needs
- Handle customer inquiries

Elements and Performance Criteria

Analyse customer requirements and needs

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

PC1. collect information from customers to log their query

PC2. assess customer's details for any account-related information

PC3. categorize and record customer's interaction as a query, request or a complaint

Handle customer inquiries

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

PC4. respond to customer inquiries, requests or complaints courteously and efficiently on phone and face-to-face

PC5. estimate and inform the customer about the time needed for resolution if an immediate solution cannot be provided

PC6. resolve customer queries and avoid escalations

PC7. seek assistance from senior (supervisor/floor support/manager) when customer inquiries cannot be fully answered

PC8. coordinate with other departments to ensure that all pending queries and complaints are responded to in a timely and satisfactory manner

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. standard operating procedures related to service and sales process

KU2. how to handle and resolve basic customer enquiries

KU3. navigation of intranet tools and Customer Relationship Management (CRM) software to gather information about customer's account

KU4. company procedures set for execution of the job role/handling

KU5. how to probe customers using appropriate questions

KU6. process of fetching information about product/process/services or process a customer's interaction from informational intranet tools

KU7. Turnaround Time(TAT)/Service Level Agreements (SLA) of various processes

KU8. SOP for escalations

KU9. complete process flow for a business cycle

KU10. importance of documenting the customer problems and queries in the organisation's prescribed format

Generic Skills (GS)

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

GS1. speak English and the relevant local language

GS2. communicate clearly and honestly with customer

GS3. listen effectively, pay attention to customer

GS4. be courteous and professional while interacting with the customer

GS5. respond promptly to customer needs and requests from time to time

GS6. analyse feedback positively and act accordingly

GS7. manage time efficiently

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Analyse customer requirements and needs	13	18	-	5
PC1. collect information from customers to log their query	4	6	-	1
PC2. assess customer's details for any account-related information	5	6	-	2
PC3. categorize and record customer's interaction as a query, request or a complaint	4	6	-	2
Handle customer inquiries	27	32	-	5
PC4. respond to customer inquiries, requests or complaints courteously and efficiently on phone and face-to-face	5	6	-	2
PC5. estimate and inform the customer about the time needed for resolution if an immediate solution cannot be provided	5	6	-	1
PC6. resolve customer queries and avoid escalations	5	6	-	1
PC7. seek assistance from senior (supervisor/floor support/manager) when customer inquiries cannot be fully answered	6	7	-	1
PC8. coordinate with other departments to ensure that all pending queries and complaints are responded to in a timely and satisfactory manner	6	7	-	-
NOS Total	**40**	**50**	**-**	**10**

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N0101
NOS Name	Resolve Customer Queries, Requests and Complaints
Sector	Telecom
Sub-Sector	Service Provider
Occupation	Customer Service – Service Segment
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	27/01/2022
Next Review Date	27/01/2026
NSQC Clearance Date	27/01/2022

TEL/N0102: Develop Customer Relationship

Description

This OS unit is about developing healthy and strong rapport/relationship with the existing as well as prospective customers.

Scope

The scope covers the following :

- Interact with the customer effectively
- Build rapport with customer

Elements and Performance Criteria

Interact with the customer effectively

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

PC1. attend to customers by providing personalised service in a professional manner

PC2. inquire about customer's requirement for products and services

PC3. provide customised solution by balancing customer's expectations with the organisation's service offerings

PC4. inform customers about various promotions and loyalty programs provided by the organisation

Build rapport with customers

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

PC5. inquire about the source of complaint from the customer

PC6. provide information to customers regarding the status of their complaints

PC7. comply with organisational guidelines with respect to ACHT, AHT and TAT

PC8. prioritize customers based on the urgency of their queries, requests or complaints (QRC)

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. SOP related to developing and maintaining customer rapport

KU2. relevant policies, procedures and promotions of the company

KU3. different categories of customers of the organisation

KU4. role and importance of the helpdesk in supporting business operations

KU5. importance of timely and quick response, first time resolution and customer retention/long term relationship with the customer

KU6. technique to extract required information about product/process/services from intranet tools, for processing customer's interaction

KU7. features and benefits of products/services that company offers

KU8. features and settings of various devices for troubleshooting

KU9. Turnaround Time (TAT)/ Service Level Agreement (SLA) of various processes

KU10. escalation matrix and when to escalate

KU11. process of escalation of query, request and complaint

KU12. Average Call Handling Time (ACHT), Average Hold Tome (AHT) and Turn Around Time (TAT) parameters as per organisation standards

KU13. process of retention and retention tools

KU14. importance of the role in representing the organisation

Generic Skills (GS)

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

GS1. speak and write in English and the relevant local language

GS2. maintain a pleasant personality and be courteous/professional during customer interactions

GS3. empathize with customer's problems, criticism and suggestions

GS4. communicate clearly and honestly with customers

GS5. be mindful of customer's time by holding short discussions/interactions

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Interact with the customer effectively	15	22	-	6
PC1. attend to customers by providing personalised service in a professional manner	5	7	-	2
PC2. inquire about customer's requirement for products and services	4	6	-	2
PC3. provide customised solution by balancing customer's expectations with the organisation's service offerings	4	5	-	1
PC4. inform customers about various promotions and loyalty programs provided by the organisation	2	4	-	1
Build rapport with customers	25	28	-	4
PC5. inquire about the source of complaint from the customer	6	7	-	2
PC6. provide information to customers regarding the status of their complaints	6	8	-	-
PC7. comply with organisational guidelines with respect to ACHT, AHT and TAT	7	7	-	1
PC8. prioritize customers based on the urgency of their queries, requests or complaints (QRC)	6	6	-	1
NOS Total	40	50	-	10

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N0102
NOS Name	Develop Customer Relationship
Sector	Telecom
Sub-Sector	Service Provider
Occupation	Customer Service – Service Segment
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	27/01/2022
Next Review Date	27/01/2026
NSQC Clearance Date	27/01/2022

TEL/N0115: Monitor and Analyze Performance

Description

This OS unit is about tracking, monitoring and measuring self performance trends through report and review process.

Scope

The scope covers the following :

- Monitor and measure self performance
- Review performance with supervisor/manager

Elements and Performance Criteria

Monitor and measure self performance

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

PC1. collate and analyse Average Handling Time (AHT), login time/number of dials/customer contacts/attendance, CRM reports for supervisor's review

PC2. analyse parameters like security checks, transfer and escalation protocol etc.

PC3. analyse processes related to churn, collection, bad debt recovery, complaint resolution, resolving query etc.

PC4. compare achieved targets with minimum threshold in internal/external audits

Review performance with supervisor/manager

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

PC5. review instant feedback scores received from customers

PC6. analyse feedback received from superiors periodically (monthly/quarterly)

PC7. evaluate self-performance with respect to sales and service targets

PC8. identify personal weakness and strengths as advised by seniors and work accordingly

PC9. collate and analyse casual/verbal feedback received from seniors, colleagues and peer to understand any issues faced by the team

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. typical response time/service time of processes/products/services

KU2. importance of compliance of parameters like opening greeting, security checks, escalation protocol etc.

KU3. weekly/monthly targets to be achieved

KU4. daily, weekly and monthly reports to monitor performance

KU5. interpretation of reports and be able to compare with targets/performance

KU6. processes related to sales, churn, collection, bad debt recovery, complaint, reduction, SLA adherence, revenue performance

Generic Skills (GS)

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

GS1. speak and understand English and the relevant local language

GS2. read and interpret reports

GS3. show courtesy and professionalism during interaction with supervisor

GS4. take feedback positively and act accordingly

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Monitor and measure self performance	20	22	-	7
PC1. collate and analyse Average Handling Time (AHT), login time/number of dials/customer contacts/attendance, CRM reports for supervisor's review	5	5	-	2
PC2. analyse parameters like security checks, transfer and escalation protocol etc.	5	5	-	2
PC3. analyse processes related to churn, collection, bad debt recovery, complaint resolution, resolving query etc.	5	6	-	2
PC4. compare achieved targets with minimum threshold in internal/external audits	5	6	-	1
Review performance with supervisor/manager	20	28	-	3
PC5. review instant feedback scores received from customers	4	6	-	1
PC6. analyse feedback received from superiors periodically (monthly/quarterly)	4	6	-	-
PC7. evaluate self-performance with respect to sales and service targets	4	6	-	2
PC8. identify personal weakness and strengths as advised by seniors and work accordingly	4	4	-	-
PC9. collate and analyse casual/verbal feedback received from seniors, colleagues and peer to understand any issues faced by the team	4	6	-	-
NOS Total	40	50	-	10

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N0115
NOS Name	Monitor and Analyze Performance
Sector	Telecom
Sub-Sector	Service Provider
Occupation	Customer Service – Service Segment
NSQF Level	3
Credits	TBD
Version	1.0
Last Reviewed Date	27/01/2022
Next Review Date	27/01/2026
NSQC Clearance Date	27/01/2022

TEL/N9101: Organise Work and Resources as per Health and Safety Standards

Description

This OS unit is about planning work and following sustainable as well as healthy practices for safety and optimal use of resources.

Scope

The scope covers the following :

- Perform work as per quality standards
- Maintain safe, healthy and secure working environment
- Conserve material/energy/electricity
- Use effective waste management/recycling practices

Elements and Performance Criteria

Perform work as per quality standards

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

PC1. keep workspace clean and tidy

PC2. perform individual role and responsibilities as per the job role while taking accountability for the work

PC3. record/document tasks completed as per the requirements within specific timelines

PC4. implement schedules to ensure timely completion of tasks

PC5. identify the cause of a problem related to own work and validate it

PC6. analyse problems accurately and communicate different possible solutions to the problem

Maintain safe, healthy and secure working environment

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

PC7. comply with organisation's current health, safety, security policies and procedures

PC8. check for water spills in and around the work space and escalate these to the appropriate authority

PC9. report any identified breaches in health, safety, and security policies and procedures to the designated person

PC10. use safety materials such as goggles, gloves, ear plugs, caps, ESD pins, covers, shoes, etc.

PC11. avoid damage of components due to negligence in ESD procedures or any other loss due to safety negligence

PC12. identify hazards such as illness, accidents, fires or any other natural calamity safely, as per organisation's emergency procedures, within the limits of individual's authority

PC13. participate regularly in fire drills or other safety related workshops organised by the company

PC14. report any hazard outside the individual's authority to the relevant person in line with organisational procedures and warn others who may be affected

PC15. maintain appropriate posture while sitting/standing for long hours

PC16. handle heavy and hazardous materials with care, while maintaining appropriate posture

PC17. sanitize workstation and equipment regularly

PC18. clean hands with soap, alcohol-based sanitizer regularly

PC19. avoid contact with anyone suffering from communicable diseases and take necessary precautions

PC20. take safety precautions while travelling e.g. maintain 1m distance from others, sanitize hands regularly, wear masks, etc.

PC21. report hygiene and sanitation issues to appropriate authority

PC22. follow recommended personal hygiene and sanitation practices, for example, washing/sanitizing hands, covering face with a bent elbow while coughing/sneezing, using PPE, etc.

Conserve material/energy/electricity

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

PC23. optimize usage of material including water in various tasks/activities/processes

PC24. use resources such as water, electricity and others responsibly

PC25. carry out routine cleaning of tools, machine and equipment

PC26. optimize use of electricity/energy in various tasks/activities/processes

PC27. perform periodic checks of the functioning of the equipment/machine and rectify wherever required

PC28. report malfunctioning and lapses in maintenance of equipment

PC29. use electrical equipment and appliances properly

Use effective waste management/recycling practices

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

PC30. identify recyclable, non-recyclable and hazardous waste

PC31. deposit recyclable and reusable material at identified location

PC32. dispose non-recyclable and hazardous waste as per recommended processes

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. strategies pertinent to their field (such as internet searches, asking peers and managers, enrolling for courses and certifications, etc.) that can be used to pursue an advancement in their skills

KU2. key performance indicators for the new tasks

KU3. feedback processes and formats

KU4. timelines and goals as well as their relevance to work allocated

KU5. importance of quality and timely delivery of the product/service

KU6. escalation matrix and its importance, especially in case of emergencies

KU7. ways of time and cost management

KU8. rules/regulation for maintaining health and safety at workplace

KU9. meaning of hazard, different types of health and safety hazards found in the workplace, risks and threats based on the nature of work

KU10. relevant signage, warnings, labels or descriptions on equipment, etc. while carrying out work activities

KU11. procedures to report breaches in health, safety and security

KU12. organisation's procedures for different emergency situations and the importance of following the same

KU13. different methods of cleaning, disinfection, sterilization, and sanitization

KU14. significance of personal hygiene practice including hand hygiene

KU15. path of disease transmission

KU16. correct method of donning and doffing of PPE

KU17. ways of managing resources and material efficiently

KU18. common electrical problems and common practices of conserving electricity

KU19. categorization of waste into dry, wet, recyclable, non-recyclable and items of single-use plastics and use of different colours of dustbins

KU20. organisation's procedures for minimizing waste

KU21. waste management and methods of waste disposal

KU22. common sources of pollution and ways to minimize it

Generic Skills (GS)

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

GS1. improve and modify work practices

GS2. complete tasks efficiently and accurately within stipulated time

GS3. develop skills and mastery of the technologies prevalent in the industry

GS4. write in at least one language and complete written work with attention to detail

GS5. utilize time and manage workload efficiently

GS6. read and comprehend instructions and documents

GS7. accept feedback in a constructive way

GS8. seek clarifications from superior about the job requirement

GS9. read and comprehend statutory documents relevant to safety and hygiene

GS10. refer all anomalies to the concerned persons

GS11. analyze situations and make appropriate decisions

GS12. decide the most suitable course of action for completing the task within resources

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Perform work as per quality standards	**4**	**9**	**-**	**2**
PC1. keep workspace clean and tidy	-	1	-	-
PC2. perform individual role and responsibilities as per the job role while taking accountability for the work	1	1	-	1
PC3. record/document tasks completed as per the requirements within specific timelines	-	1	-	1
PC4. implement schedules to ensure timely completion of tasks	-	2	-	-
PC5. identify the cause of a problem related to own work and validate it	2	2	-	-
PC6. analyse problems accurately and communicate different possible solutions to the problem	1	2	-	-
Maintain safe, healthy and secure working environment	**16**	**27**	**-**	**4**
PC7. comply with organisation's current health, safety, security policies and procedures	1	1	-	-
PC8. check for water spills in and around the work space and escalate these to the appropriate authority	1	2	-	1
PC9. report any identified breaches in health, safety, and security policies and procedures to the designated person	1	2	-	1
PC10. use safety materials such as goggles, gloves, ear plugs, caps, ESD pins, covers, shoes, etc.	1	2	-	1
PC11. avoid damage of components due to negligence in ESD procedures or any other loss due to safety negligence	2	3	-	1
PC12. identify hazards such as illness, accidents, fires or any other natural calamity safely, as per organisation's emergency procedures, within the limits of individual's authority	2	1	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. participate regularly in fire drills or other safety related workshops organised by the company	1	3	-	-
PC14. report any hazard outside the individual's authority to the relevant person in line with organisational procedures and warn others who may be affected	1	3	-	-
PC15. maintain appropriate posture while sitting/standing for long hours	1	1	-	-
PC16. handle heavy and hazardous materials with care, while maintaining appropriate posture	1	1	-	-
PC17. sanitize workstation and equipment regularly	1	2	-	-
PC18. clean hands with soap, alcohol-based sanitizer regularly	-	1	-	-
PC19. avoid contact with anyone suffering from communicable diseases and take necessary precautions	-	1	-	-
PC20. take safety precautions while travelling e.g. maintain 1m distance from others, sanitize hands regularly, wear masks, etc.	1	2	-	-
PC21. report hygiene and sanitation issues to appropriate authority	1	1	-	-
PC22. follow recommended personal hygiene and sanitation practices, for example, washing/sanitizing hands, covering face with a bent elbow while coughing/sneezing, using PPE, etc.	1	1	-	-
Conserve material/energy/electricity	7	16	-	3
PC23. optimize usage of material including water in various tasks/activities/processes	1	2	-	-
PC24. use resources such as water, electricity and others responsibly	1	2	-	1
PC25. carry out routine cleaning of tools, machine and equipment	1	2	-	-
PC26. optimize use of electricity/energy in various tasks/activities/processes	1	3	-	1

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC27. perform periodic checks of the functioning of the equipment/machine and rectify wherever required	1	3	-	1
PC28. report malfunctioning and lapses in maintenance of equipment	1	2	-	-
PC29. use electrical equipment and appliances properly	1	2	-	-
Use effective waste management/recycling practices	**3**	**8**	**-**	**1**
PC30. identify recyclable, non-recyclable and hazardous waste	1	2	-	1
PC31. deposit recyclable and reusable material at identified location	1	3	-	-
PC32. dispose non-recyclable and hazardous waste as per recommended processes	1	3	-	-
NOS Total	**30**	**60**	**-**	**10**

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N9101
NOS Name	Organise Work and Resources as per Health and Safety Standards
Sector	Telecom
Sub-Sector	Generic
Occupation	Generic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	30/12/2021
Next Review Date	27/01/2026
NSQC Clearance Date	27/01/2022

TEL/N9102: Interact Effectively with Team Members and Customers

Description

This OS unit is about interacting with superiors and colleagues as well as customers and other stakeholders in own or other work groups within as well as outside the organisation.

Scope

The scope covers the following :

- Interact effectively with superiors
- Interact effectively with colleagues and customers
- Respect differences of gender and ability

Elements and Performance Criteria

Interact effectively with superiors

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

PC1.   receive work requirements from superiors and customers and interpret them correctly

PC2.   inform the supervisor and/or concerned person about any unforeseen disruptions or delays

PC3.   participate in decision making by providing facts and figures, giving/accepting constructive suggestions

PC4.   rectify errors as per feedback and ensure the errors are not repeated

Interact effectively with colleagues and customers

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

PC5.   comply with organisation's policies and procedures for working with team members

PC6.   communicate professionally using appropriate mode of communication such as face-to-face, telephonic and written

PC7.   respond to queries and seek/provide clarifications if required

PC8.   co-ordinate with team to integrate work as per requirements

PC9.   resolve conflicts within the team/with customers to achieve smooth workflow

PC10. recognize emotions accurately in self and others to build good relationships

PC11. prioritize team and organization goals above personal goals

Respect differences of gender and ability

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

PC12. maintain a conducive environment for all the genders at the workplace

PC13. encourage appropriate behavior and conduct with people across gender

PC14. assist team members with disability in overcoming any challenges faced in work

PC15. practice appropriate verbal and non-verbal communication while interacting with People with Disability (PwD)

PC16. ensure equal participation of the people across genders in discussions

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. organisation's policies on dress code, workplace timings, workplace behaviour, performance management, incentives, delivery standards, information security, etc.

KU2. organisation's hierarchy and escalation matrix

KU3. importance of establishing good working relationships with colleagues and superiors

KU4. importance of helping colleagues with problems, in order to meet quality and time standards as a team

KU5. different means and methods of communication

KU6. different types of information that colleagues might need and the importance of providing this information in an appropriate manner

KU7. organisation's policies and procedures for working with colleagues and superiors

KU8. importance of understanding consequences of gender biased behaviour

KU9. gender based concepts, issues and legislation

KU10. organisation standards and guidelines to be followed for PwD and knowledge about laws, acts and provisions defined for PwD by the statutory bodies and the right way to use them including various medical conditions associated with PwD

KU11. health and safety requirements at workplace for PwD

KU12. process of recruiting people for a particular job profile w.r.t PwD and gender

KU13. various government/private schemes and benefits available for PwD and information about various institutes working for PwD to enable in providing livelihood opportunities for PwD

Generic Skills (GS)

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

GS1. read and comprehend forms, documents and records

GS2. read and write in English and/or local language

GS3. complete work with attention to detail

GS4. listen effectively and orally communicate information

GS5. work as per customer requirements

GS6. communicate with empathy across genders and PwD

GS7. improve and modify work practices

GS8. maintain positive and effective relationships with colleagues and customers

GS9. evaluate the possible solution(s) to the problem

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Interact effectively with superiors	7	15	-	2
PC1. receive work requirements from superiors and customers and interpret them correctly	1	2	-	-
PC2. inform the supervisor and/or concerned person about any unforeseen disruptions or delays	2	4	-	1
PC3. participate in decision making by providing facts and figures, giving/accepting constructive suggestions	2	5	-	1
PC4. rectify errors as per feedback and ensure the errors are not repeated	2	4	-	-
Interact effectively with colleagues and customers	7	26	-	4
PC5. comply with organisation's policies and procedures for working with team members	1	2	-	-
PC6. communicate professionally using appropriate mode of communication such as face-to-face, telephonic and written	2	4	-	1
PC7. respond to queries and seek/provide clarifications if required	2	4	-	1
PC8. co-ordinate with team to integrate work as per requirements	-	3	-	-
PC9. resolve conflicts within the team/with customers to achieve smooth workflow	1	5	-	1
PC10. recognize emotions accurately in self and others to build good relationships	1	4	-	-
PC11. prioritize team and organization goals above personal goals	-	4	-	1
Respect differences of gender and ability	11	24	-	4
PC12. maintain a conducive environment for all the genders at the workplace	2	5	-	1
PC13. encourage appropriate behavior and conduct with people across gender	2	5	-	1

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14. assist team members with disability in overcoming any challenges faced in work	3	4	-	1
PC15. practice appropriate verbal and non-verbal communication while interacting with People with Disability (PwD)	2	4	-	1
PC16. ensure equal participation of the people across genders in discussions	2	6	-	-
NOS Total	**25**	**65**	**-**	**10**

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N9102
NOS Name	Interact Effectively with Team Members and Customers
Sector	Telecom
Sub-Sector	Generic
Occupation	Generic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	30/12/2021
Next Review Date	27/01/2026
NSQC Clearance Date	27/01/2022

TEL/N2215: Manage work area and maintain personal appearance

Description

This OS unit is about managing work area and maintaining personal appearance

Scope

The scope covers the following :

- Maintain personal appearance
- Manage workarea

Elements and Performance Criteria

Maintain personal appearance

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

PC1. comply with specified uniform/dress code and grooming guidelines

PC2. maintain personal hygiene

PC3. use name badges as per standard operating procedure

PC4. greet the customers, enquiring about the reason for their visit

Manage workarea

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

PC5. record queries/complaints of walk-in customers in CRM, register or MS Excel

PC6. record daily number of customer walk-ins and units accepted for repair/replacement in the job sheets

PC7. monitor correctness and completeness of customer documents in case of issues to get them processed with the backend/respective department

PC8. work efficiently to achieve performance, service targets and profitability for a given time period

PC9. implement steps to attain necessary typing speed for recording necessary information in the relevant software

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. organisational guidelines with respect to standard uniform, name badges and resolution timeliness

KU2. store management process and service entries in Customer Relationship Management(CRM) or MS Excel and in the job sheet

KU3. tasks of each department in order to route the issue to the concerned department, for a quick resolution

KU4. targets for performance and sales

KU5. navigation of intranet tools and Customer Relationship Management(CRM) software

Generic Skills (GS)

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

GS1. maintain a presentable appearance

GS2. communicate with customers respectfully and patiently

GS3. speak fluently and understand English/regional language

GS4. manage time while performing multiple responsibilities

GS5. communicate respectfully with peers/seniors

GS6. read and comprehend documents and reports

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Maintain personal appearance	**12**	**16**	**-**	**4**
PC1. comply with specified uniform/dress code and grooming guidelines	3	5	-	2
PC2. maintain personal hygiene	3	7	-	1
PC3. use name badges as per standard operating procedure	3	-	-	-
PC4. greet the customers, enquiring about the reason for their visit	3	4	-	1
Manage workarea	**28**	**34**	**-**	**6**
PC5. record queries/complaints of walk-in customers in CRM, register or MS Excel	7	9	-	2
PC6. record daily number of customer walk-ins and units accepted for repair/replacement in the job sheets	8	8	-	1
PC7. monitor correctness and completeness of customer documents in case of issues to get them processed with the backend/respective department	4	6	-	1
PC8. work efficiently to achieve performance, service targets and profitability for a given time period	4	5	-	1
PC9. implement steps to attain necessary typing speed for recording necessary information in the relevant software	5	6	-	1
NOS Total	**40**	**50**	**-**	**10**

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N2215
NOS Name	Manage work area and maintain personal appearance
Sector	Telecom
Sub-Sector	Handset
Occupation	Customer Service
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	30/12/2021
Next Review Date	27/01/2026
NSQC Clearance Date	27/01/2022

TEL/N0116: Attend and Make calls for Service and Sales

Description

This OS unit is about providing service assistance to customers via phone and finding opportunities to pitch telecom products and services on call.

Scope

The scope covers the following :

- Attend inbound and outbound calls
- Perform proactive selling

Elements and Performance Criteria

Attend inbound and outbound calls

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

PC1. analyse the calling scripts given by supervisor/manager

PC2. comply with organizational standards/guidelines for telecalling

PC3. call and attend calls of the customer as per the calling script

PC4. enquire the customer about the reason for calling to understand customer requirements and needs

PC5. collect customer data from authorized person for service and sales calls

PC6. implement strategies to attain minimum call login time, number of dials, customer contacts and attendance for the number of days specified

PC7. analyse ways to ensure that the total number of minutes on calls with customers are within specified limits

PC8. ensure customer calls are put on hold only for the specified time limit and not beyond

PC9. ensure calls, notations and tagging are done in stipulated time

Perform proactive selling

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

PC10. achieve minimum typing time (maximum speed) and accuracy

PC11. identify the buying needs and usage pattern of the customers by analysing customer data

PC12. list opportunities to pitch relevant products/services

PC13. inform the customer about the Features, Advantages and Benefits (FABs) along with the unique selling points of telecom brands available over the competitor models

PC14. offer customized solution from the range of products/services available within the organisation

PC15. analyse enquiry details obtained from the customer

PC16. inform sales and marketing department about client requirement/ feedback/ comments relating to product content and pricing

PC17. record all interaction, inquiries, feedback and complaints from customers in the system in a prescribed format

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. significance of the intranet tools and telephony applications available for attending customer calls

KU2. importance of attendance in time at office/minimum call login hours/typical response time/service time of processes, products and services

KU3. basic telephonic skills such as answering the call within specified number of rings, call forward, call hold and call transfer

KU4. difference between desirable and undesirable communication

KU5. means of data storage and collection

KU6. specifications for attending call within time limits to achieve maximum productivity

KU7. concept of Average Call Handling Time (ACHT) and Average Hold time (AHT), its significance in the overall profitability of the business

KU8. relevant applications, to be able to swap quickly amongst applications for quick call wrap up

KU9. how to probe customers using appropriate open and close ended questions

KU10. basic typing methods, commands, shortcuts to achieve best typing speed

KU11. navigation of intranet tools and Customer Relationship Management (CRM) software to gather information about customer's account

KU12. different styles and ways of telemarketing

KU13. FABs and other product specifications from the dealer/manufacturer

KU14. complete range of products/services in order to pitch them to the customers

KU15. record complete and correct customer discussions in Customer Relationship Management (CRM) software/MS Excel

KU16. strengths and limitations of your own product/service vis-a-vis competition

Generic Skills (GS)

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

GS1. speak and understand English and the regional language

GS2. gauge the customers communication style and respond appropriately

GS3. listen carefully to the customers and reply back in a clear and respectful style

GS4. switch over to customer's language to create comfort

GS5. read and comprehend documents and reports

GS6. read and interpret data correctly

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Attend inbound and outbound calls	**19**	**28**	**-**	**3**
PC1. analyse the calling scripts given by supervisor/manager	2	3	-	1
PC2. comply with organizational standards/guidelines for telecalling	2	3	-	-
PC3. call and attend calls of the customer as per the calling script	2	3	-	-
PC4. enquire the customer about the reason for calling to understand customer requirements and needs	1	3	-	-
PC5. collect customer data from authorized person for service and sales calls	3	3	-	-
PC6. implement strategies to attain minimum call login time, number of dials, customer contacts and attendance for the number of days specified	3	3	-	1
PC7. analyse ways to ensure that the total number of minutes on calls with customers are within specified limits	2	3	-	-
PC8. ensure customer calls are put on hold only for the specified time limit and not beyond	3	4	-	1
PC9. ensure calls, notations and tagging are done in stipulated time	1	3	-	-
Perform proactive selling	**21**	**22**	**-**	**7**
PC10. achieve minimum typing time (maximum speed) and accuracy	2	3	-	1
PC11. identify the buying needs and usage pattern of the customers by analysing customer data	3	3	-	1
PC12. list opportunities to pitch relevant products/services	3	3	-	1
PC13. inform the customer about the Features, Advantages and Benefits (FABs) along with the unique selling points of telecom brands available over the competitor models	3	3	-	1

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14. offer customized solution from the range of products/services available within the organisation	3	2	-	1
PC15. analyse enquiry details obtained from the customer	3	2	-	1
PC16. inform sales and marketing department about client requirement/ feedback/ comments relating to product content and pricing	2	3	-	-
PC17. record all interaction, inquiries, feedback and complaints from customers in the system in a prescribed format	2	3	-	1
NOS Total	40	50	-	10

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N0116
NOS Name	Attend and Make calls for Service and Sales
Sector	Telecom
Sub-Sector	Service Provider
Occupation	Customer Service – Service Segment
NSQF Level	3
Credits	TBD
Version	1.0
Last Reviewed Date	27/01/2022
Next Review Date	27/01/2026
NSQC Clearance Date	27/01/2022

TEL/N0117: Manage Self, Showroom Upkeep and Sale of Products and Services

Description

This OS unit is about tracking, monitoring and measuring self performance trends through report and review process.

Scope

The scope covers the following :

- Monitor and measure self performance
- Review performance with supervisor/manager

Elements and Performance Criteria

Monitor and measure self performance

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

PC1. collate and analyse Average Handling Time (AHT), login time/number of dials/customer contacts/attendance, CRM reports for supervisor's review

PC2. analyse parameters like security checks, transfer and escalation protocol etc.

PC3. analyse processes related to churn, collection, bad debt recovery, complaint resolution, resolving query etc.

PC4. compare achieved targets with minimum threshold in internal/external audits

Review performance with supervisor/manager

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

PC5. review instant feedback scores received from customers

PC6. analyse feedback received from superiors periodically (monthly/quarterly)

PC7. evaluate self-performance with respect to sales and service targets

PC8. identify personal weakness and strengths as advised by seniors and work accordingly

PC9. collate and analyse casual/verbal feedback received from seniors, colleagues and peer to understand any issues faced by the team

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. typical response time/service time of processes/products/services

KU2. importance of compliance of parameters like opening greeting, security checks, escalation protocol etc.

KU3. weekly/monthly targets to be achieved

KU4. daily, weekly and monthly reports to monitor performance

KU5. interpretation of reports and be able to compare with targets/performance

KU6. processes related to sales, churn, collection, bad debt recovery, complaint, reduction, SLA adherence, revenue performance

Generic Skills (GS)

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

GS1. speak and understand English and the relevant local language

GS2. read and interpret reports

GS3. show courtesy and professionalism during interaction with supervisor

GS4. take feedback positively and act accordingly

Generic Skills (GS)

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Monitor and measure self performance	20	22	-	7
PC1. collate and analyse Average Handling Time (AHT), login time/number of dials/customer contacts/attendance, CRM reports for supervisor's review	5	5	-	2
PC2. analyse parameters like security checks, transfer and escalation protocol etc.	5	5	-	2
PC3. analyse processes related to churn, collection, bad debt recovery, complaint resolution, resolving query etc.	5	6	-	2
PC4. compare achieved targets with minimum threshold in internal/external audits	5	6	-	1
Review performance with supervisor/manager	20	28	-	3
PC5. review instant feedback scores received from customers	4	6	-	1
PC6. analyse feedback received from superiors periodically (monthly/quarterly)	4	6	-	-
PC7. evaluate self-performance with respect to sales and service targets	4	6	-	2
PC8. identify personal weakness and strengths as advised by seniors and work accordingly	4	4	-	-
PC9. collate and analyse casual/verbal feedback received from seniors, colleagues and peer to understand any issues faced by the team	4	6	-	-
NOS Total	40	50	-	10

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N0117
NOS Name	Manage Self, Showroom Upkeep and Sale of Products and Services
Sector	Telecom
Sub-Sector	Service Provider
Occupation	Customer Service – Service Segment
NSQF Level	3
Credits	TBD
Version	1.0
Last Reviewed Date	27/01/2022
Next Review Date	27/01/2026
NSQC Clearance Date	27/01/2022

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

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

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

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

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

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

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

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

Minimum Aggregate Passing % at QP Level : 70

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

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
TEL/N0101.Resolve Customer Queries, Requests and Complaints	40	50	0	10	100	20
TEL/N0102.Develop Customer Relationship	40	50	0	10	100	20
TEL/N0115.Monitor and Analyze Performance	40	50	-	10	100	20
TEL/N9101.Organise Work and Resources as per Health and Safety Standards	30	60	-	10	100	5
TEL/N9102.Interact Effectively with Team Members and Customers	25	65	-	10	100	5
TEL/N2215.Manage work area and maintain personal appearance	40	50	0	10	100	10
Total	215	325	0	60	600	80

Elective: 1 Call Center

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
TEL/N0116.Attend and Make calls for Service and Sales	40	50	0	10	100	20
Total	40	50	0	10	100	20

Elective: 2 Relationship Center

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
TEL/N0117.Manage Self, Showroom Upkeep and Sale of Products and Services	40	50	0	10	100	20
Total	40	50	0	10	100	20

Acronyms

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

Glossary

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

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

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

OS (Occupational Standards)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
QP (Qualifications Pack)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with, in carrying out the function which has a critical impact on the quality of performance required
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests
Sell	Selling is an act of promotion and influencing customers to buy a product or service, in return for money or other compensation
Service Provider	Is a sub sector to Telecom and consists of companies/organizations who provide service related to communications to the public
Shop/Showroom/Outlet	Is a retail store of a company/franchisee in which products are on sale, in a space created by the brand or company
SLA (Service level agreement)	An agreement or contract for the level of service to be provided
Specialists	Subject matter expertshave the domain experience, knowledge and expertise and can handle customer queries, requests and complaints
Sub-functions	Sub-functions are sub-activities essential to fulfill achievement of the objectives of the function
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components
Tagging/Raising	SR The process of capturing customer's interaction in CRM

TAT (Turn around time)	The time taken to resolve a request or a complaint of the customer
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Telecom	Is a communication sector consisting of companies who provide telephonic communication facilities to the public
Unit Code	Unit Code is a unique identifier for an OS unit, which can be denoted with either an â€˜Oâ€™ or an â€˜Nâ€™.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do
VAS (Value added service)	In the telecom industry, on a conceptual level, value-added services add value to the standard service offering, spurring the subscriber to use their phone more and allowing the operator to drive up their Average Revenue Per User. For mobile phones, while technologies like Short Messaging Service, Multi-media Messaging and data access were historically usually considered value-added services,but in recent years SMS, MMS and data access have more and more become core services, and VAS therefore has beginning to exclude those services.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry