



APPRENTICESHIP CURRICULUM
for
Customer Care Executive – Call Centre
Under
Telecom Sector Skill Council

National Apprenticeship Promotion Scheme

1	Program Title	Customer Care Executive – Call Centre
2	Program Code, if any –	TEL/Q0100
3	Any related NSQF approved QP/Course/NOS and code	TEL/Q0100 & Customer Care Executive – Call Centre
4	Hours and months for Basic Training (Block I)	555 hours (3 months)
5	Hours and months for On the Job Training (Block II)	1920 hours (11 months)
6	Certifying body for Basic Training Program	Telecom Sector Skill Council
7	Certifying Body for On the Job training	Industries partnered with Telecom Sector Skill Council
8	Any Licensing requirements, wherever applicable	NIL
9	Minimum eligibility criteria: Minimum 12th pass (Educational and/ or technical Qualification)	
10	Trainer's Qualification and Experience (BT and OJT) • Preferably ITI/Diploma/Graduate • Certified for Job Role Customer Care Executive – Call Centre mapped to QP: “TEL/Q0100, v1.0”. Minimum accepted score as per SSC guidelines is 80% on the SSC prescribed online theory assessment test based on an industry validated question bank. • Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q02601”. Minimum accepted score for the trainer is 80% as per SSC guidelines. • 12th pass with 4 years of experience in CCE – Call Centre including minimum 1 year of supervisory experience OR • 12th pass with 4 years of experience in CCE – Call Centre including minimum 1 year of training experience OR • Diploma/Graduate with 2 years of experience in CCE – Call Centre including minimum 1 year of supervisory experience OR • Diploma/Graduate with 2 years of experience in CCE – Call Centre including minimum 1 year of training experience	
11	NCO code and occupation	NCO-2015/5244.0303 and Customer Service
12	Proposed NSQF level	4
13	Indicative list of training tools required to deliver this qualification (may be attached) – Attached in Annexure – 1	

Formal structure of the curriculum

	Modules	Notional hours-Theory	Notional hours-Practical	Total duration
Basic Training Program	• Program Introduction	40	50	90
	• Overview of Telecom industry	20	40	60
	• Introduction to CCE – Call Centre	45	55	100
	• Key concepts	35	50	85
	• Soft Skills and professional skills	50	70	120
	• Knowledge and application of CRM tools	40	60	100
Total duration of BT		230	325	555
On the Job Training (OJT) Program	• Customer Interaction through tools	40	235	275
	• Attend/Make Calls	45	165	210
	• Address customer query/request/complaint (QRC)	40	168	208
	• Customer QRC Escalation Process	45	179	224
	• Develop customer relationship	30	247	277
	• Pro-active selling	25	100	125
	• Report and Review	25	100	125
Total duration of OJT		250	1194	1444

14 Total Pass marks

	Total and Pass Marks-Theory	Total and Pass Marks- Practical
Basic Training Program	70%	70%
On the Job Training Program	70%	70%

15 Job description-brief

Individuals at this job, provide customer service support to an organization by interacting with their customers over the phone. They also handle, follow and resolve customer's queries, request and complaints in timely manner.

16 Progression from the qualification (Please show Professional and academic progression)

- The apprentice may be employed with Fast Moving telecom call centres BPOs (Inbound and outbound).
- The apprentice can then progress to team leader role in telecom call centre and the BPOs

	The apprentice can horizontally and vertical progress to team leader roles in call centre.	
17	Employment avenues/opportunities - Telecom Call centres /BPOs - Domestic and international call centre	
18	Assessment strategy (Basic training and On the Job) - Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each 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 PC - The assessment for the theory part will be based on knowledge bank of questions created by the SSC - Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS. - Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below). - Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion. - To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment. - In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack Assessment Strategy for OJT - The assessment will comply to the guidelines defined in the assessment criteria of the qualification pack. - The assessment on knowledge / comprehension will be based on the question bank created by the assessment bodies digitally through online assessment platform. - The industry will carry out the assessment through module-wise/task-wise prescribed observation checklist. The assessment will be carried out by the manager/supervisor of the department. - A detailed portfolio of the candidate could be maintained with his/her performance ratings. The summative assessment will be carried out through practical observation and viva voce	
	Curriculum update version and date	Ver1.0 16-03-2020
	Curriculum revision date	30-06-2020

Curriculum

On the Job Training Program- Block I

S. No.	Module Name	Key Learning outcomes
1	Program Introduction Corresponding NOS (Bridge Module) Theory Duration 40:00 hours Practical Duration 50:00 hours	At the end of this module the learner will be able to – - Identify the deliverables under the Apprenticeship scheme and on-the-job program construct - Explain the features of various types of telco call centre. - State the elements of code of conduct of the employer - State the policies pertaining to human resource and workplace of the employer - Describe the role & responsibilities for self during the training period - Familiarize with various departments and teams as per the process
2	Overview of Telecom industry Corresponding NOS (TEL/N0100) Theory Duration 20:00 hours Practical Duration 40:00 hours	At the end of this module the learner will be able to – - Describe Telecom sub sector - Identify the key functions in telecom industry - Identify the products and service of the Telecom industry - Identify the role and importance of call centre in telecom industry
3	Introduction to CCE – Call Centre Corresponding NOS (TEL/N0101) Theory Duration 45:00 hours Practical Duration 55:00 hours	At the end of this module the learner will be able to – - State the objectives of the program and its working - Describe the concept of a call centre and help desk - Discuss the hierarchy in a call centre and the career progression of a Customer Care Executive (CCE) in a call centre - Understand the roles and responsibilities of a CCE – call centre - Explain the concept of customer service and its importance in the role of a CCE
4	Key concepts Corresponding NOS (TEL/N0102) Theory Duration 35:00 hours Practical Duration 50:00 hours	At the end of this module the learner will be able to – - Identify the key people involved in the process of being a CCE - Explain the various mobile and data technologies - Know and understand the various product and service offerings in the telecom sector - Outline the documentation process and documents needed for mobile customers - Explain the key concepts related to call centres

		- State the importance of workplace Ergonomics and respect at workplace - Express the importance of data confidentiality in the telecom industry
5	Soft Skills and professional skills Corresponding NOS (TEL/N0102) Theory Duration 50:00 hours Practical Duration 70:00 hours	At the end of this module the learner will be able to – - State the basic etiquettes required for making and attending calls - Show how to open and close a call using predefined scripts - Classify customer behaviour and deal with them accordingly - List the do's and don'ts of dealing with complaints - Explain the importance of time management and that of being organized - Understand the importance of communication in the workplace - Practice effective communication in the workplace - Understand the importance of decision making and assertiveness for your role
6	Knowledge and application of CRM tools Corresponding NOS (TEL/N0103) Theory Duration 40:00 hours Practical Duration 60:00 hours	At the end of this module the learner will be able to – - Use CRM effectively with complete and correct tagging - Explain how to make and attend calls - Demonstrate how to do call transfer, call hold and call forward - Demonstrate the usage of different IT applications used to search customer details in the database - Demonstrate the usage of different IT applications used to search customer details in the database - Show how to fetch information about products, processes and services for the customer

On the Job Training Program- Block II

S. No.	Module Name	Key Learning outcomes
1	Customer Interaction through tools Corresponding NOS (TEL/N0102) Theory Duration 40:00 hours Practical Duration 235:00 hours	At the end of this module the learner will be able to – - Identify the interface and tools used for customer interaction and collaboration - Explain the FAB approach of various types of tools used for e-mail, chat and calls with customers - Demonstrate etiquettes for on-call, chat and e-mail conversations through tools used - Perform accent neutralization using various tools/interface - Describe the role & responsibilities for self during the training period - Familiarize various departments and teams with the active tools and interface
2	Attend/Make Calls Corresponding NOS (TEL/N0100)	At the end of this module the learner will be able to – - State the process of initiating outbound calls - Describe the two main types of outbound calls - Discuss the elements involved in outbound calling

	Theory Duration 45:00 hours Practical Duration 165:00 hours	• Explain the purpose of the call – why the customer is being called and what is hoped to achieve • Understand the concept of answering the calls to customer • Discuss the steps involved in answer & hold procedure while on-call • Describe the parameters of call flow for inbound calls i.e. from call opening to closing
3	Address customer query/request/complaint (QRC) Corresponding NOS (TEL/N0101) Theory Duration 40:00 hours Practical Duration 168:00 hours	At the end of this module the learner will be able to – • Categorize the customer call into Query/Request/Complaint as per resolution and not as per customer VOC (Voice of Customer) • Obtain sufficient information from the customers to login their request or complaint • Verify the customer details before activating and deactivating any services – name, address of the customer, proofs submitted by customer • Calculate estimated resolution time to the customer • Provide TAT (Turn Around Time) with customer while raising any request or complaint • Share request/complaint number with customer while raising any request or complaint • Resolve the customer complaint at learner end through effective probing and system check • Demonstrate various scenarios for verification of customers – balance depletion, PUK information, activation and deactivation requests • Describe the types of request and complaints – Open & Self closed • Perform the procedures to handle customer complaints
4	Customer QRC Escalation Process Corresponding NOS (TEL/N0101) Theory Duration 45:00 hours Practical Duration 179:00 hours	At the end of this module the learner will be able to – • Understand the escalation process • Review the account and complaint details • Probe customers to ensure understanding of the issue, before escalating the call to supervisor • Escalate the call to the supervisor instead of arguing with customer, if the customer still insists on speaking with a manager
5	Develop customer relationship Corresponding NOS (TEL/N0102) Theory Duration 30:00 hours Practical Duration 247:00 hours	At the end of this module the learner will be able to – • Explain the importance of developing customer relationship • Classify customers into different categories and service them accordingly • Understand the feedback recording process • Provide complete resolution of customer issues in an effective manner • Know how to escalate customer issue to guarantee customer satisfaction • Practise introducing new services to customers

6	Pro-active selling Corresponding NOS (TEL/N0104) Theory Duration 25:00 hours Practical Duration 100:00 hours	At the end of this module the learner will be able to – • Identify opportunities for pro – active selling at the call centres • Demonstrate the selling for higher & lower segment of products • Practice up – selling and cross selling
7	Report and Review Corresponding NOS (TEL/N0103) Theory Duration 25:00 hours Practical Duration 100:00 hours	At the end of this module the learner will be able to – • Prepare self-report on daily basis using different performance parameter • Use MS Office (MS word/excel) applications to prepare self-report • Review self-report with supervisor and take advice and suggestion from supervisor to improve performance • Practice and implement the suggestion/advice of the supervisor while attending a customer call • Monitor and manage self-performance through reports and review process • Understand the performance parameters to make self –reports • Practice self-review with superiors

List of Assessable outcomes/assessment criteria

Marks Allocation				
Assessment Criteria		Out Of	Theory	Skills Practical
TEL/N0100 Attend/Mak e customer calls	PC1. attain minimum call login time/dials/customer contacts and attendance for the number of days specified	10	10	0
	PC2. balance total number of minutes spent talking to the customer, within specified limits	20	5	15
	PC3. restrict total number of minutes customer is put on hold, within given time limits	20	5	15
	PC4. attain total number of minutes spent wrapping up calls / notations /tagging within given time limits	25	5	20
	PC5. achieve minimum typing speed and accuracy as specified for the job Role	25	5	20
		100	30	70
TEL/N0101 Resolving customer query, request and complaint	PC1. categorize customer's interaction as a query, request or a complaint	15	15	0
	PC2. verify customer's details for any account related information	20	10	10
	PC3. obtain sufficient information from the customers to login their query, request or complaint	20	10	10

	PC4. address customer's query, request or complaint on the basis of categorization	10	0	10
	PC5. provide estimate of resolution time to the customer, if an immediate solution cannot be found on-call	15	5	10
	PC6. record the customer's interaction as a query, request or a complaint	5	0	5
	PC7. refer problem to a supervisor/floor support/manager, if unable to resolve on-call	5	5	0
	PC8. resolve at least 80% of first level complaints at front end, without any further escalations	10	5	5
		100	50	50
TEL/N0102 Develop customer relationship	PC1. categorize customers as per their value and urgency of his Q R C and provide quick response	8	4	4
	PC2. capture customer feedback in a timely manner	4	0	4
	PC3. exceed the specified maximum level of customer satisfaction scores and ensure instant customer feedback	8	4	4
	PC4. provide complete resolution and escalate where necessary, to minimize repeat call percentage	10	10	0
	PC5. adhere to organizational guidelines w.r.t. to ACHT and AHT	5	5	0

	PC6. reassure customers of service promises made by the organization	10	5	5
	PC7. balance customer's expectations with the organization's service offerings	15	10	5
	PC8. give additional information to customers in response to their questions and comments about the service	10	6	4
	PC9. initiate greeting in customer's preferred language and switch to language spoken by the customer on-call	5	0	5
	PC10. avoid use of jargons, slangs and technical words	5	3	2
	PC11. maintain a flow of conversation keeping the caller informed of action being taken	8	4	4
	PC12. educate customers about new offers/products/services, as per their usage pattern and specific needs	10	5	5
	PC13. maintain appropriate levels of confidence of customer data, throughout the call	2	2	0
		100	58	42
TEL/N0103 Report and review	PC1. review individual call login time/number of dials/customer contacts/attendance for the	30	20	10
	PC2. comply with parameters like opening greeting, security checks, closing greeting, hold/transfer/escalation protocol,	40	25	15

	PC3. analyze self reports like update on AHT, login time, CRM report and ensure the same is reviewed with the immediate superior	30	10	20
		100	55	45
TEL/N0104 Proactive selling	PC1. probe customers to understand their buying behaviour and needs	25	10	15
	PC2. navigate through customer's account history to identify the usage Pattern	25	0	25
	PC3. identify opportunity to pitch relevant products/services	15	5	10
	PC4. offer customized solution from the range of products/services available with the organization	35	15	20
		100	30	70

Annexure A:

List of Tools and Equipment to be attached are:

S.I. No.	Equipment Name	Minimum number of Equipment required
1.	Computers/Laptop	11
2.	Headsets	11
3.	Mic	11
4.	CRM Tool/Equivalent Software	1
5.	Voice/Accent Trainer Tool/Software	1
6.	Call Receiving & Distribution Setup (EPABX Or Server Based)	1
7.	Black/White Board	1
8.	Projection System with PC/Laptop	1

OJT Strategy

For OJT assessment the Industry nominated assessor will be assessing the candidates based on the OJT (practical) monitoring report submitted by Industry supervisor and VIVA (theory) report by the Industry nominated assessor

1.1 Industry nominated assessor:

The Assessors are engaged to conduct the assessments by Industry. The selection takes place as follows

- Industry defines the criteria for profile of an assessor
- Assessor is a person who is currently working in the same industry on same or higher job role and has minimum 5 years of experience
- Once selected, the assessor is oriented by Industry on various aspects of the assessment and management of assessment, such as QP and its background.
- Training on Assessment methodology and how to use Assessment tools scoring system (as per the attached assessment guide)
- Maintain integrity at the assessment site
- Crisis handling and support system available for the same
- Scope of his authorities
- Administrative responsibilities
- Required documentation of Trainee credentials, mark sheet management
- Confidentiality management

1.2 Assessment Tool for OJT:

1.2.1 OJT Monitoring Report:

- The assessor will be developing a checklist to evaluate the trainee in parameters against the assessment criteria
- The evidence (checklist or video recording) is done in a structured monitoring report, termed as OJT monitoring report
- During the OJT, every trainee is required to sign the OJT monitoring report which is also required to be signed by his/her supervisor
- Towards the end of OJT period these reports are submitted to the HR department of company for verification
- These duly submitted reports are then documented and maintained by the Industry nominated assessor

Note: the checklist for each trainee can be used as an OJT monitoring report supported by video recording as deem fit by the respective companies.

1.2.2 Viva:

Scope – Is used to test the knowledge and understanding and skills acquired during the OJT as well as to conform the OJT monitoring report

Some personality traits and generic skills (such as – promptness, sharpness, communication skills, depth of knowledge, comprehension, presentation, patience etc.) can also be tested required for the QP

Tools – Open and close ended question sheet, situation-based questions, analytical questions, and decision-making based questions

Method – Direct dialogue between assessor and Trainee

Different questions are included to test skills of the candidates – Assessor draws a spectrum of ready answers (answer guide) to be expected from trainee. This reduces effect of subjectivity of the assessor. Comparative quality of trainees within a batch or different institutes can be gauged

Note: VIVA answers are to be recorded by the assessor on a sheet or recorded with an electronic gadget as deem fit by the respective companies.

1.3 Execution of OJT Assessment:

- Industry supervisor assesses each trainee based on OJT monitoring report and Industry nominated assessor conducts viva against each PC and checks attendance towards the end of the OJT period
- All documents are submitted to the HR department for verification of trainees
- HR department after verification of the individual OJT monitoring report and VIVA sheets or recordings, schedules an assessment meeting for each trainee with the Industry nominated assessor for final computation of scores
- The OJT marks are compiled for each NOS by the Industry nominated assessor and submitted with HR department of company.
- Once the online modules uploaded on the portal, this need not be sent anywhere, and marks can be retrieved online.