

Regional Sales Development/CRM Manager

QP Code: ASC/Q0202

NSQF Level: 6

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Qualification Pack

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ASC/Q0202: Regional Sales Development/CRM Manager

Brief Job Description

A CRM Manager is responsible for delivering and maintaining the best possible high-standard level of customer services through excellent sales process flow.

Personal Attributes

The individual should necessarily have the excellent customer-service orientation to do the job. Strong interpersonal and listening skills to resolve issues of the customers are desirable. The individual should be very hard working and should be highly self-impelled and directed, with sharp attention to detail.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [ASC/N0001: Plan and organise work to meet expected outcomes](#)
2. [ASC/N0002: Work effectively in a team](#)
3. [ASC/N0003: Maintain a healthy, safe and secure working environment](#)
4. [ASC/N0004: Manage customer relationship and quality service](#)
5. [ASC/N0203: Maintain complete customer satisfaction](#)
6. [ASC/N0204: Design and develop framework for better customer experience](#)

Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Oem)
Occupation	Sales Support
Country	India
NSQF Level	6
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5222.0201

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Minimum Educational Qualification & Experience	Diploma (Business Administration) with 3-5 Years of experience Experience in CRM/Relationship Marketing OR Diploma (Business Administration) with 3-5 Years of experience Experience in CRM/Relationship Marketing OR Diploma (Business Administration)
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	On the job training Desirable for ASDC CRM Manager Level 6 certificate
Minimum Job Entry Age	18 Years
Last Reviewed On	20/07/2013
Next Review Date	31/03/2020
NSQC Approval Date	05/08/2015
Version	1.0

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ASC/N0001: Plan and organise work to meet expected outcomes

Description

This NOS unit is about planning and organising an individuals work in order to complete it to the required standards on time.

Scope

This unit/task covers the following:

- work requirements including various activities, deliverables or work output required in the given time, maintain set quality standards
- appropriate use of resources (both material / equipments and manpower)

Elements and Performance Criteria

Work requirements including various activities within the given time and set quality standards

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

- PC1.** keep immediate work area clean and tidy
- PC2.** treat confidential information as per the organisations guidelines
- PC3.** work in line with organisations policies and procedures
- PC4.** work within the limits of job role
- PC5.** obtain guidance from appropriate people, where necessary
- PC6.** ensure work meets the agreed requirements

Appropriate use of resources

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

- PC7.** establish and agree on work requirements with appropriate people
- PC8.** manage time, materials and cost effectively
- PC9.** use resources in a responsible manner

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the organisations policies, procedures and priorities for area of work, role and responsibilities in carrying out that work
- KU2.** the limits of responsibilities and when to involve others
- KU3.** specific work requirements and who these must be agreed with
- KU4.** the importance of having a tidy work area and how to do this
- KU5.** how to prioritize workload according to urgency and importance and the benefits of this
- KU6.** the organisations policies and procedures for dealing with confidential information and the importance of complying with these
- KU7.** the purpose of keeping others updated with the progress of work

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- KU8.** who to obtain guidance from and the typical circumstances when this may be required
- KU9.** the purpose and value of being flexible and adapting work plans
- KU10.** how to complete tasks accurately by following standard procedures
- KU11.** technical resources needed for work and how to obtain and use these

Generic Skills (GS)

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

- GS1.** write in at least one language
- GS2.** read instructions, guidelines/procedures
- GS3.** ask for clarification and advice from appropriate persons
- GS4.** communicate orally with colleagues
- GS5.** make a decision on a suitable course of action appropriate for accurately completing the task within resources
- GS6.** agree objectives and work requirements
- GS7.** plan and organise work to achieve targets and deadlines
- GS8.** deliver consistent and reliable service to customers
- GS9.** check own work and ensure it meets customer requirements
- GS10.** anomalies to the concerned persons
- GS11.** analyse problems and identify work-arounds taking help from
- GS12.** apply own judgement to identify solutions in different situations

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Work requirements including various activities within the given time and set quality standards</i>	16	47	-	-
PC1. keep immediate work area clean and tidy	2	9	-	-
PC2. treat confidential information as per the organisations guidelines	2	6	-	-
PC3. work in line with organisations policies and procedures	3	8	-	-
PC4. work within the limits of job role	3	6	-	-
PC5. obtain guidance from appropriate people, where necessary	3	7	-	-
PC6. ensure work meets the agreed requirements	3	11	-	-
<i>Appropriate use of resources</i>	9	28	-	-
PC7. establish and agree on work requirements with appropriate people	3	9	-	-
PC8. manage time, materials and cost effectively	3	11	-	-
PC9. use resources in a responsible manner	3	8	-	-
NOS Total	25	75	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0001
NOS Name	Plan and organise work to meet expected outcomes
Sector	Automotive
Sub-Sector	Manufacturing and R&D, Sales and Service, Road Transportation
Occupation	Auto Components /Aggregates Repair
NSQF Level	4
Credits	NA
Version	1.0
Last Reviewed Date	10/06/2013
Next Review Date	10/06/2015
NSQC Clearance Date	20/07/2015

Qualification Pack

ASC/N0002: Work effectively in a team

Description

This NOS unit is about working effectively with colleagues, either in individuals own work group or in other work groups within organisation

Scope

This unit/task covers the following: Colleagues: Superiors Members of own work group People in other work groups within or outside the organisation Communicate: Face-to-face By telephone In writing

- Superiors
- Members of own work group
- People in other work groups within or outside the organisation
- Face-to-face
- By telephone
- In writing

Elements and Performance Criteria

Effective communication

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

- PC1.** maintain clear communication with colleagues
- PC2.** work with colleagues
- PC3.** pass on information to colleagues in line with organisational requirements
- PC4..** work in ways that show respect for colleagues
- PC5.** carry out commitments made to colleagues
- PC6.** let colleagues know in good time if cannot carry out commitments, explaining the reasons
- PC7.** identify problems in working with colleagues and take the initiative to solve these problems
- PC8.** follow the organisations policies and procedures for working with colleagues
- PC9.** ability to share resources with other members as per priority of tasks

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the organisations policies and procedures for working with colleagues, role and responsibilities in relation to this
- KU2.** the importance of effective communication and establishing good working relationships with colleagues
- KU3.** different methods of communication and the circumstances in which it is appropriate to use these
- KU4.** benefits of developing productive working relationships with colleagues
- KU5.** the importance of creating an environment of trust and mutual respect

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- KU6.** whether not meeting commitments, will have implications on individuals and the organisation
- KU7.** different types of information that colleagues might need and the importance of providing this information when it is required
- KU8.** the importance of problems, from colleagues perspective and how to provide support, where necessary, to resolve these

Generic Skills (GS)

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

- GS1.** complete well written work with attention to detail
- GS2.** read instructions, guidelines/procedures
- GS3.** listen effectively and orally communicate information
- GS4.** make decisions on a suitable course of action or response
- GS5.** plan and organise work to achieve targets and deadlines
- GS6.** check that the work meets customer requirements
- GS7.** deliver consistent and reliable service to customers
- GS8.** apply problem solving approaches in different situations
- GS9.** apply balanced judgements to different situations
- GS10.** apply good attention to detail
- GS11.** check that the work is complete and free from errors
- GS12.** get work checked by peers
- GS13.** work effectively in a team environment

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Effective communication</i>				
PC1. maintain clear communication with colleagues	4	10	-	-
PC2. work with colleagues	2	7	-	-
PC3. pass on information to colleagues in line with organisational requirements	3	8	-	-
PC4.. work in ways that show respect for colleagues	3	8	-	-
PC5. carry out commitments made to colleagues	2	8	-	-
PC6. let colleagues know in good time if cannot carry out commitments, explaining the reasons	2	8	-	-
PC7. identify problems in working with colleagues and take the initiative to solve these problems	4	9	-	-
PC8. follow the organisations policies and procedures for working with colleagues	3	9	-	-
PC9. ability to share resources with other members as per priority of tasks	2	8	-	-
NOS Total	25	75	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0002
NOS Name	Work effectively in a team
Sector	Automotive
Sub-Sector	Manufacturing and R&D, Sales and Service, Road Transportation
Occupation	Maintenance
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	23/09/2013
Next Review Date	30/09/2015
NSQC Clearance Date	28/09/2015

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ASC/N0003: Maintain a healthy, safe and secure working environment

Description

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

Scope

This unit/task covers the following:

- Resources (both material & manpower) needed to maintain a safe working environment as per the prevalent norms & government policies including emergency procedures for illness, accidents, fires or any other reason which may involve evacuation of the premises

Elements and Performance Criteria

Resources needed to maintain a safe, secure working environment

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

- PC1.** comply with organisations current health, safety and security policies and procedures
- PC2.** report any identified breaches in health, safety, and security policies and procedures to the designated person
- PC3..** Coordinate with other resources at the workplace to achieve the healthy, safe and secure environment for all incorporating all government norms esp. for emergency situations like fires, earthquakes etc.
- PC4.** identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority
- PC5.** report any hazards outside the individuals authority to the relevant person in line with organisational procedures and warn other people who may be affected
- PC6.** follow organisations emergency procedures for accidents, fires or any other natural calamity
- PC7.** identify and recommend opportunities for improving health, safety, and security to the designated person
- PC8.** complete all health and safety records are updates and procedures well defined

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** legislative requirements and organisations procedures for health, safety and security and individuals role and responsibilities in relation to this
- KU2.** what is meant by a hazard, including the different types of health and safety hazards that can be found in the workplace
- KU3.** how and when to report hazards
- KU4.** the limits of responsibility for dealing with hazards

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- KU5.** the organisations emergency procedures for different emergency situations and the importance of following these
- KU6.** the importance of maintaining high standards of health, safety and security
- KU7.** implications that any non-compliance with health, safety and security may have on individuals and the organisation
- KU8.** different types of breaches in health, safety and security and how and when to report these
- KU9.** evacuation procedures for workers and visitors
- KU10.** how to summon medical assistance and the emergency services, where necessary
- KU11.** how to use the health, safety and accident reporting procedures and the importance of these

Generic Skills (GS)

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

- GS1.** complete accurate, well written work with attention to detail
- GS2.** read instructions, guidelines/procedures/rules
- GS3.** listen and orally communicate information
- GS4.** make decisions on a suitable course of action or response
- GS5.** plan and organise work to achieve targets and deadlines
- GS6.** build and maintain positive and effective relationships with colleagues and customers
- GS7.** apply problem solving approaches in different situations
- GS8.** analyse data and activities
- GS9.** apply balanced judgements to different situations
- GS10.** apply good attention to detail
- GS11.** check that the work is complete and free from errors
- GS12.** get work checked by peers
- GS13.** work effectively in a team environment

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Resources needed to maintain a safe, secure working environment</i>				
PC1. comply with organisations current health,safety and security policies and procedures	3	9	-	-
PC2. report any identified breaches in health,safety, and security policies and procedures to the designated person	3	10	-	-
PC3.. Coordinate with other resources at the workplace to achieve the healthy, safe and secure environment for all incorporating all government norms esp. for emergency situations like fires,earthquakes etc.	3	10	-	-
PC4. identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	5	10	-	-
PC5. report any hazards outside the individuals authority to the relevant person in line with organisational procedures and warn other people who may be affected	3	9	-	-
PC6. follow organisations emergency procedures for accidents, fires or any other natural calamity	3	10	-	-
PC7. identify and recommend opportunities for improving health,safety, and security to the designated person	3	8	-	-
PC8. complete all health and safety records are updates and procedures well defined	2	9	-	-
NOS Total	25	75	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0003
NOS Name	Maintain a healthy, safe and secure working environment
Sector	Automotive
Sub-Sector	Manufacturing and R&D, Sales and Service, Road Transportation
Occupation	Auto Components/Aggregates Repair
NSQF Level	4
Credits	NA
Version	1.0
Last Reviewed Date	10/06/2013
Next Review Date	10/06/2015
NSQC Clearance Date	20/07/2015

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ASC/N0004: Manage customer relationship and quality service

Description

This NOS unit is about an individual managing relationship with customers, providing quality service and ensuring complete satisfaction.

Scope

This unit/task covers the following:

- understand complete customer requirements and deliver accordingly to maintain total customer satisfaction with enriching and pleasant customer experience
- resolve complete customer queries, issues & complaints timely including settlement of warranty claims and other performance related issues as per the various terms & conditions and guidelines

Elements and Performance Criteria

Manage the total customer satisfaction with enriching & pleasant customer experience

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

- PC1.** . analyse and comprehend all customer requirements and needs
- PC2.** . document complete customer requisites and assess them
- PC3.** . deliver and assist in delivering as per the noted requirements
- PC4.** . understand complete customer queries and complaints
- PC5.** . document all customer queries in the prescribed format of the organisation
- PC6.** ensure least turnaround time for any customer query handling/redressal especially issues related to warranty claims and other performance related issues
- PC6..** ensure least turnaround time for any customer query handling/redressal especially issues related to warranty claims and other performance related issues
- PC7.** . maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework
- PC8.** . document feedbacks and reviews from the customers & implement within the framework of the organization
- PC9.** . maintain a healthy & professional relationship with the customers especially key accounts and influencers in the market

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures within ones own organisation
- KU2.** standard operating procedures for query and complaint reporting along with their redressal mechanism in the organisation
- KU3.** framework and guidelines as prescribed by the organisation for query and complaint redressal

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- KU4.** customer Relationship Management (CRM) related framework provided by the organisation
- KU5.** terms & conditions agreed between the respective auto component/ aggregate and the various OEMs/ OEM channel partners for supply, procurement of the various auto components/ aggregates
- KU6.** documentation requirements for each procedure carried out as part of roles and responsibilities as per the organizational guidelines
- KU7.** organisational and professional code of ethics and standards of practice
- KU8.** safety and health policies and regulations for the workplace
- KU9.** the technical specifications of various OEM vehicles and the different variant/ model of auto components/ aggregates used along with those of the competitor auto component manufacturer
- KU10.** detailed technical and performance specifications of the auto component for various OEM vehicles
- KU11.** how to collaborate with the organizational manufacturing engineering, product management teams along with the service team of the respective OEM vehicle and local channel partner service team
- KU12.** documentation requirements from the customers with respect to warranty claims and other performance related feedback on the for respective OEM vehicle
- KU13.** requirements of the customers and suggest delivery accordingly
- KU14.** software or format such as MS word, excel, PowerPoint and Management Information System (MIS)
- KU15.** software or format used to capture for Customer Relationship Management (CRM) within the organisation
- KU16.** how to capture customer voice/ feedback on the auto components/ aggregates for various OEM vehicles on price, performance, availability of spares, warranty & other service-related aspects etc.

Generic Skills (GS)

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

- GS1.** create documents required on the job (including database on key customers/ accounts and major retailers, response or feedback forms, customer-query sheets, response or feedback sheets etc.)
- GS2.** either write or get it done from subordinates, a detailed failure report analysis in case of a failed component/ aggregate escalating to the auto component manufacturer
- GS3.** write in at least one language
- GS4.** read feedback from customers on warranty and other performance related aspects
- GS5.** read the specific requirements, queries that the customer may have on various auto components including any specific technical query
- GS6.** read brochures and technical specifications of the vehicle provided by the OEM and channel partner (Dealership)
- GS7.** read policies and regulations pertinent to the job
- GS8.** interact with the customers for getting their requirements, queries and feedbacks

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- GS9.** interact with organisations internal stakeholders for efficient customer relationship management interact with team members to work efficiently
- GS10.** analyse information and evaluate results to choose the best solution and solve problems
- GS11.** analyse any potential issue that may affect the performance of the vehicle and convey it in a timely manner
- GS12.** plan work assigned on a daily basis
- GS13.** follow up regularly on potential complaints, issues raised by the customer
- GS14.** ensure that customer needs are assessed and satisfactory service is provided
- GS15.** ensure that performance of the auto component is up to the mark and any pending issues or complaints are resolved in a timely manner according to the terms & conditions mandated by either the OEM or the auto component manufacturer
- GS16.** analyse all the complaints, queries or issues raised by the customers to either the OEM channel partner/ auto component dealer/ retailer in the market
- GS17.** deliver and act as per the organisation provided/guided resolutions
- GS18.** liaise with all stakeholders to ensure hassle-free resolution of the complaints by the concerned customer in a timely fashion
- GS19.** evaluate and identify areas of complaints from the customer affecting the performance of his vehicle
- GS20.** assess time and cost required for customer resolution based on complaints, problems or queries identified
- GS21.** evaluate and identify key customer experience enhancing areas
- GS22.** evaluate the information gathered from the customer complaint report and utilise it to identify timely resolutions
- GS23.** evaluate the information gathered from the market (including retail segment, key accounts/ customers and OEM along with the OEM channel partners) and use it to ensure higher customer satisfaction

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Manage the total customer satisfaction with enriching & pleasant customer experience</i>				
PC1. . analyse and comprehend all customer requirements and needs	5	8	-	-
PC2. . document complete customer requisites and assess them	2	7	-	-
PC3. . deliver and assist in delivering as per the noted requirements	3	8	-	-
PC4. . understand complete customer queries and complaints	3	8	-	-
PC5. . document all customer queries in the prescribed format of the organisation PC6. ensure least turnaround time for any customer query handling/redressal especially issues related to warranty claims and other performance related issues	2	7	-	-
PC6.. ensure least turnaround time for any customer query handling/redressal especially issues related to warranty claims and other performance related issues	5	9	-	-
PC7. . maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework	5	9	-	-
PC8. . document feedbacks and reviews from the customers & implement within the framework of the organization	2	7	-	-
PC9. . maintain a healthy & professional relationship with the customers especially key accounts and influencers in the market	3	7	-	-
NOS Total	30	70	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0004
NOS Name	Manage customer relationship and quality service
Sector	Automotive
Sub-Sector	Auto Finance and Insurance
Occupation	Vehicle Sales
NSQF Level	5
Credits	NA
Version	1.0
Last Reviewed Date	17/07/2013
Next Review Date	17/07/2015
NSQC Clearance Date	20/07/2015

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ASC/N0203: Maintain complete customer satisfaction

Description

This OS unit is about an individual who is responsible for maintaining the highest degree of customer satisfaction by effective relationship and escalating & addressing the business risk.

Scope

This unit/task covers the following:

- assist and supervise proper implementation of CRM infrastructure and technology
- work closely with internal sales functions to ensure smoother sales process flow

Elements and Performance Criteria

Supervise CRM and other Sales related sales processes for smoother overall sales

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

- PC1.** . work with the brand manager and other stakeholders to produce great on brand communications with the customers about the OEM products
- PC2.** . determine customer service requirements by maintaining contact with customers and conducting market research or surveys
- PC3..** produce customer level information and data driven insights and recommendations about the OEM products as required by the business
- PC4.** . identify and refine customer segments and utilize segments to target communications with the customers
- PC5.** . actively manage segment performance and customer spend metrics
- PC6..** develop and optimize customer contact frequency and customer targeting to maximize customer loyalty and drive sales for OEM products
- PC7.** . implement and review customer segmentation and disseminate this information throughout the business
- PC8.** . handle all the inquiries and requests of customers about the OEM products to resolve the problems swiftly by using fax, phone, the internet, email, or in person to address directly the customer issues
- PC9.** . supervise the customer service representatives team to ensure that all the customers receive immediate service as soon as possible
- PC10.** . collaborate with the CRM team to ensure the accurate communication of objectives of company when customers first call in
- PC11.** . guide the employees during tough situations to acquire appropriate resolution for the customers while working with them
- PC12.** . test and refine the end to end customer contact strategy across all relevant channels

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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- KU1.** standard operating procedures of the organisation/ dealership about CRM related software and technology
- KU2.** documentation requirements for each procedure carried out as part of roles and responsibilities
- KU3.** organisational and professional code of ethics and standards of practice
- KU4.** safety and health policies and regulations for the workplace
- KU5.** how to segment target customers and utilize segments to target communications to customers
- KU6.** how to conduct market research or surveys to gather customer level information
- KU7.** how to handle all the inquiries and requests of customers to resolve the problems

Generic Skills (GS)

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

- GS1.** ability to communicate information and ideas in writing so others will understand
- GS2.** write in at least one language
- GS3.** ability to read common scientific and technical journals, financial reports, and legal documents to maintain knowledge and stay on the leading edge of developments in the industry
- GS4.** read policies and regulations pertinent to the job
- GS5.** interact with the internal functions to ensure smoother sales process flow
- GS6.** analyse the needs of the customers to establish effective customer- oriented sales process
- GS7.** plan work assigned on a daily basis
- GS8.** Organise proper CRM related techniques to ensure customer satisfaction
- GS9.** ensure that customers needs and requirements are assessed
- GS10.** identify complex problems and reviewing related information to develop and evaluate options and implement solutions
- GS11.** ensure that the sales process is hurdle-free for the customers
- GS12.** liaise with OEM sales function to ensure all arrangements and documentation are done on time
- GS13.** analyse unique CRM related tools that are required in the organization
- GS14.** use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Supervise CRM and other Sales related sales processes for smoother overall sales</i>				
PC1. . work with the brand manager and other stakeholders to produce great on brand communications with the customers about the OEM products	3	6	-	-
PC2. . determine customer service requirements by maintaining contact with customers and conducting market research or surveys	3	6	-	-
PC3.. produce customer level information and data driven insights and recommendations about the OEM products as required by the business	3	6	-	-
PC4. . identify and refine customer segments and utilize segments to target communications with the customers	3	6	-	-
PC5. . actively manage segment performance and customer spend metrics	3	6	-	-
PC6.. develop and optimize customer contact frequency and customer targeting to maximize customer loyalty and drive sales for OEM products	3	6	-	-
PC7. . implement and review customer segmentation and disseminate this information throughout the business	2	6	-	-
PC8. . handle all the inquiries and requests of customers about the OEM products to resolve the problems swiftly by using fax, phone, the internet, email, or in person to address directly the customer issues	2	6	-	-
PC9. . supervise the customer service representatives team to ensure that all the customers receive immediate service as soon as possible	2	6	-	-
PC10. . collaborate with the CRM team to ensure the accurate communication of objectives of company when customers first call in	2	5	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. . guide the employees during tough situations to acquire appropriate resolution for the customers while working with them	2	5	-	-
PC12. . test and refine the end to end customer contact strategy across all relevant channels	2	6	-	-
NOS Total	30	70	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0203
NOS Name	Maintain complete customer satisfaction
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Oem)
Occupation	Sales Support
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	20/07/2013
Next Review Date	20/07/2015
NSQC Clearance Date	

Qualification Pack

ASC/N0204: Design and develop framework for better customer experience

Description

This OS unit is about an individual who is responsible for designing customer experience enriching schemes and providing training to sales function for key account management.

Scope

This unit/task covers the following:

- develop structure for better customer experience
- increase customer satisfaction through customer free sales process

Elements and Performance Criteria

Design and develop customer experience enriching schemes and train sales function

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

- PC1.** . oversee that all the laws and standard measures are followed while dealing with customers
- PC2.** . perform the basic duties such as handling vendor problems, preparing sales plans, communicating internal information to upper management, coordinating employee activities, reconciling data, and researching ways to ameliorate service
- PC3.** . collaborate with the CRM team to ensure the accurate communication of objectives of company when customers first call in
- PC4.** . produce data driven insights and recommendations as required by the business
- PC5.** . conceptualize and manage a diverse range of customer retention campaigns and initiatives including idea generation and exploration, preparing and presenting proposals, overseeing the creative and production processes championing successful execution
- PC6.** . analyze campaign outcomes in detail, using a variety of proprietary software applications
- PC7.** . analyze customer characteristics, consumer purchase behavior, and marketing campaign performance
- PC8.** . own and manage email program by leading, developing, executing, tracking and measuring E2E CRM segmented email marketing communication strategies to yield positive revenue, and engagement results
- PC9.** . co-ordinate with NOC teams for resolving complaints and installs
- PC10.** . resolve technical or billing issues faced by the customers
- PC11.** . co-ordinate with Order Management team for upgrading or downgrading services provided to the existing customers

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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- KU1.** standard operating procedures of the organisation/ dealership about CRM related software and technology
- KU2.** documentation requirements for each procedure carried out as part of roles and responsibilities
- KU3.** organisational and professional code of ethics and standards of practice
- KU4.** safety and health policies and regulations for the workplace
- KU5.** technical product concepts and a track record of collaborating with engineering and product management teams
- KU6.** how to organise campaigns for retaining the customers
- KU7.** how to analyse customer purchasing behaviour through analysis of campaigns
- KU8.** programming procedures and programming languages including Visual Basic, Javascript and SQL
- KU9.** how to use and implement web technologies
- KU10.** how to prepare annual sales plans for the organization
- KU11.** how to organize customer engagement activities to increase customer satisfaction

Generic Skills (GS)

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

- GS1.** ability to communicate information and ideas in writing so others will understand
- GS2.** write in at least one language
- GS3.** ability to read common scientific and technical journals, financial reports, and legal documents to maintain knowledge and stay on the leading edge of developments in the industry
- GS4.** read policies and regulations pertinent to the job
- GS5.** interact with the internal functions to ensure smoother sales process flow
- GS6.** analyse the needs of the customers to establish effective customer- oriented sales process
- GS7.** plan work assigned on a daily basis
- GS8.** organise proper CRM related techniques to ensure customer satisfaction
- GS9.** ensure that customers needs and requirements are assessed
- GS10.** identify complex problems and reviewing related information to develop and evaluate options and implement solutions
- GS11.** ensure that the sales process is hurdle-free for the customers
- GS12.** liaise with OEM sales function to ensure all arrangements and documentation are done on time
- GS13.** analyse unique CRM related tools that are required in the organization
- GS14.** use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Design and develop customer experience enriching schemes and train sales function</i>				
PC1. . oversee that all the laws and standard measures are followed while dealing with customers	3	6	-	-
PC2. . perform the basic duties such as handling vendor problems, preparing sales plans, communicating internal information to upper management, coordinating employee activities, reconciling data, and researching ways to ameliorate service	3	6	-	-
PC3. . collaborate with the CRM team to ensure the accurate communication of objectives of company when customers first call in	2	6	-	-
PC4. . produce data driven insights and recommendations as required by the business	3	7	-	-
PC5. . conceptualize and manage a diverse range of customer retention campaigns and initiatives including idea generation and exploration, preparing and presenting proposals, overseeing the creative and production processes championing successful execution	3	7	-	-
PC6. . analyze campaign outcomes in detail, using a variety of proprietary software applications	3	7	-	-
PC7. . analyze customer characteristics, consumer purchase behavior, and marketing campaign performance	3	7	-	-
PC8. .. own and manage email program by leading, developing, executing, tracking and measuring E2E CRM segmented email marketing communication strategies to yield positive revenue, and engagement results	3	6	-	-
PC9. . co-ordinate with NOC teams for resolving complaints and installs	2	6	-	-
PC10. .. resolve technical or billing issues faced by the customers	3	6	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. . co-ordinate with Order Management team for upgrading or downgrading services provided to the existing customers	2	6	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0204
NOS Name	Design and develop framework for better customer experience
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Oem)
Occupation	Sales Support
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	20/07/2013
Next Review Date	20/07/2015
NSQC Clearance Date	08/05/2015

Qualification Pack

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.

Recommended Pass % aggregate for QP : 75

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ASC/N0001.Plan and organise work to meet expected outcomes	25	75	-	-	100	10
ASC/N0002.Work effectively in a team	25	75	-	-	100	10
ASC/N0003.Maintain a healthy,safe and secure working environment	25	75	-	-	100	5

Qualification Pack

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ASC/N0004.Manage customer relationship and quality service	30	70	-	-	100	10
ASC/N0203.Maintain complete customer satisfaction	30	70	-	-	100	30
ASC/N0204.Design and develop framework for better customer experience	30	70	-	-	100	35
Total	165	435	-	-	600	100

Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Qualification Pack

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.

Qualification Pack

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.