

Regional Manager - Customer Care

QP Code: ASC/Q0607

NSQF Level: 6

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Qualification Pack

Contents

ASC/Q0607: Regional Manager - Customer Care	3
<i>Brief Job Description</i>	3
Applicable National Occupational Standards (NOS)	3
<i>Compulsory NOS</i>	3
<i>Qualification Pack (QP) Parameters</i>	3
ASC/N0001: Plan and organise work to meet expected outcomes	5
ASC/N0002: Work effectively in a team	9
ASC/N0003: Maintain a healthy, safe and secure working environment	13
ASC/N0004: Manage customer relationship and quality service	17
ASC/N0602: Supervise service support	22
ASC/N0604: Ensure proper implementation of the services framework	27
ASC/N0607: Supervise spare part operations	31
Assessment Guidelines and Weightage	37
<i>Assessment Guidelines</i>	37
<i>Assessment Weightage</i>	37
Acronyms	39
Glossary	40

Qualification Pack

ASC/Q0607: Regional Manager - Customer Care

Brief Job Description

A Regional Manager - Customer Care is responsible for the proper co-ordination of management and development of key accounts within the region, to maintain and ensure customer satisfaction, drive business growth and achieve sales targets.

Personal Attributes

The individual should have ability to provide direction and leadership to the field regional sales staff to ensure the overall service operations in the region. The individual should have strong interpersonal and leadership skills to manage the channel partners and lead a team. Ability to understand technical product concepts is highly desirable.

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/N0602: Supervise service support](#)
6. [ASC/N0604: Ensure proper implementation of the services framework](#)
7. [ASC/N0607: Supervise spare part operations](#)

Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Service (Oem)
Occupation	Service & Spare Parts Business
Country	India
NSQF Level	6
Aligned to NCO/ISCO/ISIC Code	NCO-2015/3322.1102

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Minimum Educational Qualification & Experience	Graduate (Advertising/Marketing) with 5-10 years of experience Service marketing experience for graduates/post-graduates OR Graduate (Advertising/Marketing) with 5-10 years of experience Service marketing experience for graduates/post-graduates OR Graduate (Advertising/Marketing)
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	On the job training Desirable for ASDC Regional Manager- Customer Care Level 6 certificate
Minimum Job Entry Age	18 Years
Last Reviewed On	15/07/2013
Next Review Date	31/03/2020
NSQC Approval Date	05/08/2015
Version	1.0

Qualification Pack

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

Qualification Pack

- 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

Qualification Pack

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	-	-

Qualification Pack

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

Qualification Pack

- 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

Qualification Pack

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	-	-

Qualification Pack

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

Qualification Pack

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

Qualification Pack

- 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

Qualification Pack

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	-	-

Qualification Pack

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

Qualification Pack

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

Qualification Pack

- 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

Qualification Pack

- 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

Qualification Pack

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	-	-

Qualification Pack

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

Qualification Pack

ASC/N0602: Supervise service support

Description

This OS unit is about an individual supervising, supporting and handling services network.

Scope

This unit/task covers the following:

- supervise and monitor the service relates aspects at the channel partner (including dealers and other authorized service stations)
- monitor the customer satisfaction and performance along with the overall training needs of the technicians and any need for upgradation of skills

Elements and Performance Criteria

Supervise and monitor the overall service levels at the channel partners

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

- PC1.** . provide technical expertise related to workshop profitability, value added services offered at dealership and their promotion
- PC2..** check the new model service preparedness of dealer
- PC3. .** ensure to achieve faster turnaround time of service, more number of services performed and increased amount of profit at dealer end
- PC4. .** monitor the product performance and feedback given by the customers
- PC5..** set up action plan for improvement of service quality
- PC6..** check and monitor the customer engagement index
- PC7. .** check and monitor the customer centric activities performed by dealer
- PC8. .** ensure that dealership achieves higher customer satisfaction and engagement
- PC9. .** Impart and implement key performance measures and training for greater customer satisfaction
- PC10..** Ensure that customer complaints are handled promptly and quick redressal is done in order to improve overall service level
- PC11. .** conduct and analyse the training needs assessment surveys
- PC12..** monitor progress and achievement through performance metric reports and take corrective action in a timely manner
- PC13. .** carry out a regular audit related to the warranty and failed parts issues and safety plan of the dealer

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures of the organisation
- KU2.** terms and conditions related to promotional and value added services

Qualification Pack

- KU3.** organisational and professional code of ethics and standards of practice
- KU4.** safety and health policies and regulations for the workplace
- KU5.** how to provide technical expertise, workshop profitability, value added services and promotion for services
- KU6.** how to improve the overall service level for the dealership network
- KU7.** the turnaround time and service and repair time as per the OEM guidelines
- KU8.** the parameters to be considered to track and supervise the service provided by the dealer: customer engagement index customer service index activity sheet monthly dissatisfied customer through dealer customer key account daily report service quality workshop and services offered modernisation same day delivery time confronted cost confronted complaint repetition dealer satisfaction index increase in revenue profitability index calculation by checking LBD(labour per bay per day), SBD(service per bay per day) and VBD(vehicle per bay per day) skill enhancement and training e learning deployment technicians trained at plant mobile training van service advisor training supervisor training assistant works manager training technician training ITI(industrial training institutes) Adoption & recruitment customer centric activities new model service preparedness initial parts stocking & oil manpower training special tools retro fitment product performance and feedback complaint investigation report KMPL(kilometre per litre) pre-delivery inspection of Chassis and FBV
- KU9.** the training needs of a particular dealership
- KU10.** the measures and actions required to cut down the cost and speed up service process

Generic Skills (GS)

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

- GS1.** document and report survey
- GS2.** document and report the progress of service support plan
- GS3.** document and report the performance and training requirements
- GS4.** write in at least one language
- GS5.** read the reports related to performance of dealership
- GS6.** read policies and regulations pertinent to the job
- GS7.** interact with the dealer to create a positive rapport
- GS8.** analyse the dealer profiles and suggest them all possible measures to cut cost and improve services
- GS9.** plan work assigned on a daily basis
- GS10.** follow up regularly to keep track of services provided
- GS11.** ensure that potential customer needs and requirements are assessed
- GS12.** ensure that services offered meets the customer satisfaction level
- GS13.** manage the problems related to service support pertaining to new product and services requirement
- GS14.** analyse and asses the performance of the dealer to make improvements and take corrective actions
- GS15.** evaluate the information gathered from the survey and utilise it to plan and supervise the service support

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Supervise and monitor the overall service levels at the channel partners</i>				
PC1. . provide technical expertise related to workshop profitability, value added services offered at dealership and their promotion	3	6	-	-
PC2.. check the new model service preparedness of dealer	2	6	-	-
PC3. . ensure to achieve faster turnaround time of service, more number of services performed and increased amount of profit at dealer end	2	7	-	-
PC4. . monitor the product performance and feedback given by the customers	2	7	-	-
PC5.. set up action plan for improvement of service quality	2	7	-	-
PC6.. check and monitor the customer engagement index	2	5	-	-
PC7. . check and monitor the customer centric activities performed by dealer	2	6	-	-
PC8. . ensure that dealership achieves higher customer satisfaction and engagement	2	6	-	-
PC9. . Impart and implement key performance measures and training for greater customer satisfaction	2	5	-	-
PC10.. Ensure that customer complaints are handled promptly and quick redressal is done in order to improve overall service level	2	5	-	-
PC11. . conduct and analyse the training needs assessment surveys	1	5	-	-
PC12.. monitor progress and achievement through performance metric reports and take corrective action in a timely manner	1	5	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. . carry out a regular audit related to the warranty and failed parts issues and safety plan of the dealer	2	5	-	-
NOS Total	25	75	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0602
NOS Name	Supervise service support
Sector	Automotive
Sub-Sector	Automotive Vehicle Service (Oem)
Occupation	Service And Spare Parts Business
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/N0604: Ensure proper implementation of the services framework

Description

This OS unit is about an individual ensuring proper implementation of the services framework.

Scope

This unit/task covers the following:

- plan ensure and check that service processes are followed

Elements and Performance Criteria

Ensure proper implementation of services

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

- PC1.** . follow-up service processes carried at the overall dealership network of the area
- PC2.** . ensure that dealerships implement the OEM guidelines related to the services including time period and warranty condition
- PC3..** create a uniform process for services at the overall dealership network conforming to OEM standards and guidelines
- PC4.** . plan, organise and control customer service operations in area
- PC5.** . ensure a reliable customer service and reduce customer complaints
- PC6.** . liaise with various functions of the services department, sales and the plant
- PC7.** . check the new product service availability and ensure that required machine, tools and trained manpower is available or not
- PC8.** . check the dealer profitability index

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures of the organisation and OEM
- KU2.** organisational and professional code of ethics and standards of practice
- KU3.** safety and health policies and regulations for the workplace
- KU4.** how to improve the overall service level for the dealership network
- KU5.** how to measure and monitor the various inputs related to the timely delivery of spare parts, quality of repair and the cost incurred
- KU6.** the training needs of a particular dealership
- KU7.** the measures adopted to cut down the cost and speed up service process
- KU8.** the process followed to train the man power

Generic Skills (GS)

Qualification Pack

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

- GS1.** document and report the service process followed
- GS2.** write in at least one language
- GS3.** read the reports related to service process followed by dealership and performance of dealership
- GS4.** read policies and regulations pertinent to the job
- GS5.** interact with the dealer to create a positive rapport
- GS6.** interact with dealer about the measures to improve the overall service level of dealership
- GS7.** analyse the dealer profiles and suggest them the ways to reduce cost and speed up the work flow
- GS8.** plan work assigned on a daily basis
- GS9.** follow up regularly to keep track of services provided
- GS10.** ensure that process is followed as per OEM guidelines for better customer satisfaction
- GS11.** ensure that new product service facilities are available at dealership end
- GS12.** ensure better customer satisfaction and reduced customer complaints
- GS13.** manage the problems related to service support pertaining to new product and services requirement
- GS14.** analyse and assess the performance of the dealer to make improvements and take corrective actions
- GS15.** evaluate the information gathered from the survey and utilise it to plan and supervise the service process

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Ensure proper implementation of services</i>				
PC1. . follow-up service processes carried at the overall dealership network of the area	3	8	-	-
PC2. . ensure that dealerships implement the OEM guidelines related to the services including time period and warranty condition	4	9	-	-
PC3. .. create a uniform process for services at the overall dealership network conforming to OEM standards and guidelines	4	9	-	-
PC4. . plan, organise and control customer service operations in area	5	9	-	-
PC5. . ensure a reliable customer service and reduce customer complaints	4	9	-	-
PC6. . liaise with various functions of the services department, sales and the plant	3	9	-	-
PC7. . check the new product service availability and ensure that required machine, tools and trained manpower is available or not	4	9	-	-
PC8. . check the dealer profitability index	3	8	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0604
NOS Name	Ensure proper implementation of the services framework
Sector	Automotive
Sub-Sector	Automotive Vehicle Service (Oem)
Occupation	Service & Spare Parts Business
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/N0607: Supervise spare part operations

Description

This OS unit is about a Regional manager- Customer Care who is responsible for managing the operations and activities related to spare parts availability, maintenance and claims.

Scope

This unit/task covers the following:

- spare parts planning and monitoring
- spare part transportation
- spare parts sale budget and profit
- maintain spare parts records
- monitor dealership network and provide assistance
- manage and settle spare parts claim

Elements and Performance Criteria

Manage the operations related to spare parts availability

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

- PC1.** . ensure proper planning for spare parts flow and timely orders by dealers
- PC2..** maintain effective parts department processes to ensure timely availability of spare parts
- PC3.** . ensure quick and accurate transport of spare parts from warehouses for better customer satisfaction
- PC4.** . ensure faster turnaround time for services for providing increased customer satisfaction
- PC5.** . co-ordinate with the service function to continuously update service process of spare parts.
- PC6.** . analyse and allocate budget expenditure for smooth spare parts operations
- PC7.** . maintain proper and timely updated system for better inventory management at dealership network of the assigned area
- PC8.** . improve system and process and ensure availability of parts at optimum inventory level
- PC9.** . set up, control and monitor the system for special and back order parts to reduce cost
- PC10.** . coordinate with dealers and the parts division to ensure outstanding vehicle parts support
- PC11.** . monitor and ensure growth in consumption of spare parts
- PC12.** . maximize overall net profit by exceeding budget, sales and gross margin in his area of responsibility
- PC13.** . schedule warranty payments and procedures
- PC14..** follow up warranty issues
- PC15.** . handle and resolve all warranty claims
- PC16..** settle and monitor spare parts related claims from the dealership networks against the warranty and replacements
- PC17..** review every warranty repair order written for proper completion, accuracy and legibility according to the policies and procedures

Qualification Pack

- PC18..** investigate about overdue claims
- PC19. .** follow up with dealers for payments and claims documentations
- PC20. .** maintain MIS for warranty claims and payments
- PC21..** establish and maintain a good working relationship with dealers
- PC22..** ensure that all relevant material safety data sheets are maintained for spare parts handling

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures about the organisation and OEM for spare parts operations
- KU2.** promotions, discounts, offers available from the OEM
- KU3.** prices, taxes and other applicable cost elements for the spare parts
- KU4.** spare parts warranty related terms and conditions
- KU5.** documentation requirements for each procedure carried out as part of roles and responsibilities
- KU6.** organisational and professional code of ethics and standards of practice
- KU7.** safety and health policies and regulations for the workplace
- KU8.** the dealers in particular area and their demand and previous sales pattern
- KU9.** how to measure and calculate the previous year performance of OEM and plan targets for next cycle
- KU10.** how to prepare the profit and loss statement for the daily, weekly and monthly spare parts sale
- KU11.** the cost price of the spare part and their MRP pricing methodology
- KU12.** the applicable sales tax and excise duty structure depending on the inter or intra state transport
- KU13.** the minimum stock level required to be maintained
- KU14.** the storage regulations depending on parts requirement
- KU15.** the parts storage facility arrangement depending on the following: number of parts in store spare parts tag number easy handling of parts packing of parts rotation and easy movement of parts
- KU16.** FIFO(First in first out) method of spare parts movement
- KU17.** how to plan the spare parts availability by calculating the following: spare parts annual and monthly sales fast moving and slow moving sales ratio
- KU18.** how to monitor the time required to pack the spare parts and quality of packaging and timely delivery depending on following parameters: delivery of spare parts within 24 hours delivery of spare parts within certain time limit normal delivery of spare parts packaging guidelines of different types of spare parts(small, large, heavy or delicate)
- KU19.** the warranty policy applicable to particular part
- KU20.** the terms and condition of warranty
- KU21.** the tenure for which warranty is applicable
- KU22.** the parameters to be checked before processing and managing claims

Qualification Pack

KU23. how to design and implement plan so as to comply with the new and changed warranty terms and conditions

Generic Skills (GS)

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

- GS1.** create documentation required on the job (including databases to manage sales and stock of spare parts etc.)
- GS2.** maintain records of spare parts stock, availability, sales target
- GS3.** write in at least one language
- GS4.** read spare parts and stock related reports
- GS5.** read the warranty related claims and change in policy terms and conditions
- GS6.** interact with the dealers to provide information related to spare parts and warranty claims
- GS7.** interact with the dealers to build a positive rapport and influence the purchase decision
- GS8.** interact with the team
- GS9.** analyse the dealer profiles and offer them all possible options available so that they can choose the best offer
- GS10.** analyse the parts required and inventory level
- GS11.** plan work assigned on a daily basis
- GS12.** plan and project the spare parts inventory and sales target
- GS13.** ensure that the spare parts are delivered on time to provide satisfactory service
- GS14.** ensure that the spare parts inventory is managed carefully
- GS15.** manage and settle warranty claims
- GS16.** identify and analyse the information related to spare parts
- GS17.** 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>Manage the operations related to spare parts availability</i>				
PC1. . ensure proper planning for spare parts flow and timely orders by dealers	2	3	-	-
PC2.. maintain effective parts department processes to ensure timely availability of spare parts	2	3	-	-
PC3. . ensure quick and accurate transport of spare parts from warehouses for better customer satisfaction	1	4	-	-
PC4. . ensure faster turnaround time for services for providing increased customer satisfaction	1	3	-	-
PC5. . co-ordinate with the service function to continuously update service process of spare parts.	1	4	-	-
PC6. . analyse and allocate budget expenditure for smooth spare parts operations	3	5	-	-
PC7. . maintain proper and timely updated system for better inventory management at dealership network of the assigned area	2	4	-	-
PC8. . improve system and process and ensure availability of parts at optimum inventory level	2	5	-	-
PC9. . set up, control and monitor the system for special and back order parts to reduce cost	3	5	-	-
PC10. . coordinate with dealers and the parts division to ensure outstanding vehicle parts support	1	3	-	-
PC11. . monitor and ensure growth in consumption of spare parts	1	3	-	-
PC12. . maximize overall net profit by exceeding budget, sales and gross margin in his area of responsibility	1	3	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. . schedule warranty payments and procedures	1	3	-	-
PC14.. follow up warranty issues	1	3	-	-
PC15. . handle and resolve all warranty claims	1	3	-	-
PC16.. settle and monitor spare parts related claims from the dealership networks against the warranty and replacements	1	3	-	-
PC17.. review every warranty repair order written for proper completion, accuracy and legibility according to the policies and procedures	1	3	-	-
PC18.. investigate about overdue claims	1	2	-	-
PC19. . follow up with dealers for payments and claims documentations	1	2	-	-
PC20. . maintain MIS for warranty claims and payments	1	2	-	-
PC21.. establish and maintain a good working relationship with dealers	1	2	-	-
PC22.. ensure that all relevant material safety data sheets are maintained for spare parts handling	1	2	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0607
NOS Name	Supervise spare part operations
Sector	Automotive
Sub-Sector	Automotive Vehicle Service (Oem)
Occupation	Service and Spare Parts Business
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	05/09/2013
Next Review Date	05/09/2015
NSQC Clearance Date	

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	15
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	15
ASC/N0602.Supervise service support	25	75	-	-	100	30
ASC/N0604.Ensure proper implementation of the services framework	30	70	-	-	100	15
ASC/N0607.Supervise spare part operations	30	70	-	-	100	10
Total	190	510	-	-	700	100

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.