



# Customer Relationship Manager

QP Code: ASC/Q1104

Version: 1.0

NSQF Level: 7

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## ASC/Q1104: Customer Relationship Manager

### Brief Job Description

A Customer Relationship Manager is responsible for assisting in sales support and expansion through customer satisfaction, activities such as enhancing customer experience at the dealership showroom, recording their effectiveness and supervising the overall implementation are also part of the job role.

### Personal Attributes

This job requires individuals to work as a part of a team. The individual should have good understanding of the vehicles, technical details about the vehicles, service schedules and process flow. Knowledge about statutory compliance and local market procedures, local customer preferences, geographic nuances and sales peculiarities is also required. The individual should depict customer centricity in daily behaviour and should be able to talk and convince customers.

### 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/N0005: Supervise and evaluate performance](#)
6. [ASC/N1104: Enhance customer experience at the dealership showroom](#)

### Qualification Pack (QP) Parameters

<b>Sector</b>	Automotive
<b>Sub-Sector</b>	Automotive Vehicle Sales (Dealer)
<b>Occupation</b>	Sales Support
<b>Country</b>	India
<b>NSQF Level</b>	7
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/3322.1101

<b>Minimum Educational Qualification &amp; Experience</b>	12th Class OR Diploma (in any discipline)
<b>Minimum Level of Education for Training in School</b>	
<b>Pre-Requisite License or Training</b>	On the job training
<b>Minimum Job Entry Age</b>	18 Years
<b>Last Reviewed On</b>	10/06/2013
<b>Next Review Date</b>	30/09/2021
<b>Deactivation Date</b>	30/09/2021
<b>NSQC Approval Date</b>	05/08/2015
<b>Version</b>	1.0
<b>Reference code on NQR</b>	2015/AUT/ASDC/01136
<b>NQR Version</b>	1.0

## 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.

### 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
- 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

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

## National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	ASC/N0001
<b>NOS Name</b>	Plan and organise work to meet expected outcomes
<b>Sector</b>	Automotive
<b>Sub-Sector</b>	Manufacturing and R&D, Sales and Service, Road Transportation
<b>Occupation</b>	Auto Components /Aggregates Repair
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	24/02/2022
<b>Next Review Date</b>	24/02/2025
<b>NSQC Clearance Date</b>	24/02/2022

## 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

### 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
- 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

## Assessment Criteria

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

## National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	ASC/N0002
<b>NOS Name</b>	Work effectively in a team
<b>Sector</b>	Automotive
<b>Sub-Sector</b>	Manufacturing and R&D, Sales and Service, Road Transportation
<b>Occupation</b>	Maintenance
<b>NSQF Level</b>	4
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	23/09/2013
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	28/09/2015

## **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
- 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

## 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>	<b>25</b>	<b>75</b>	-	-
<b>PC1.</b> comply with organisations current health,safety and security policies and procedures	3	9	-	-
<b>PC2.</b> report any identified breaches in health,safety, and security policies and procedures to the designated person	3	10	-	-
<b>PC3..</b> 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	-	-
<b>PC4.</b> identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	5	10	-	-
<b>PC5.</b> 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	-	-
<b>PC6.</b> follow organisations emergency procedures for accidents, fires or any other natural calamity	3	10	-	-
<b>PC7.</b> identify and recommend opportunities for improving health,safety, and security to the designated person	3	8	-	-
<b>PC8.</b> complete all health and safety records are updates and procedures well defined	2	9	-	-
<b>NOS Total</b>	<b>25</b>	<b>75</b>	-	-

## National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	ASC/N0003
<b>NOS Name</b>	Maintain a healthy, safe and secure working environment
<b>Sector</b>	Automotive
<b>Sub-Sector</b>	Manufacturing and R&D, Sales and Service, Road Transportation
<b>Occupation</b>	Auto Components/Aggregates Repair
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	10/06/2013
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	20/07/2015

## 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
- 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
- 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

## Assessment Criteria

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

## National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	ASC/N0004
<b>NOS Name</b>	Manage customer relationship and quality service
<b>Sector</b>	Automotive
<b>Sub-Sector</b>	Auto Finance and Insurance
<b>Occupation</b>	Vehicle Sales
<b>NSQF Level</b>	5
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	17/07/2013
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	20/07/2015

## ASC/N0005: Supervise and evaluate performance

### Description

This NOS unit is about an individual who supervise and evaluate the performance o subordinates to ensure higher levels of motivation.

### Scope

This unit/task covers the following:

- supervise all activities performed by subordinates and reporting executives and evaluate their performance
- ensure and implement strict adherence of all activities performed by subordinates to organisational guidelines

### Elements and Performance Criteria

#### *Supervise & evaluate performance of all subordinates and reporting executives*

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

- PC1..** set goals and targets as per organisational directives for all reporting executives
- PC2..** create quantified measures and metrics to analyse the performance deliveredby subordinates
- PC3..** set tangible and achievable incentives for subordinates as per the goals andtargets assigned
- PC4..** ensure and implement strict adherence of all activities performed bysubordinates to organisational guidelines
- PC5..** monitor and supervise all the activities performed by subordinates and ensureoptimisation to achieve the set goals
- PC6.** evaluate performance of subordinates and reporting executives on thedesigned measures and metrics as per the guidelines of the Ogranization
- PC7..** assist and support reporting executives whenever necessary or applicable
- PC8..** document all performance indicators and metrics of subordinates in theprescribed format of organisation
- PC9..** perform all appraisal related process flow for subordinates, as per respectiveperformance documents
- PC10.** handover all the documents and appropriate support measures to humanresources department for official records
- PC11.** ensure and implement proper process flow for feedbacks and queries receivedfrom subordinates

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures of the organisation for appraisals, incentives, promotions and performance evaluation

- KU2.** operating procedures for query and problem reporting and their redressal in the organisation
- KU3.** framework and guidelines prescribed by the organisation for query and problem redressal
- KU4.** framework and guidelines prescribed by the organisation for performance evaluations and based appraisals out of it
- KU5.** documentation requirements for each procedure carried out as part of roles and responsibilities
- KU6.** institutional and professional code of ethics and standards of practice
- KU7.** safety and health policies and regulations for the workplace
- KU8.** documentation requirements for appraisals and other performance evaluations of various subordinate positions
- KU9.** process flow for performance evaluation, documentation and appraisals related with them
- KU10.** subordinate and reporting executives problems and queries and documenting it in the organisations prescribed format
- KU11.** redressal documentations mechanisms available in the organization and acting accordingly in a timely manner
- KU12.** software or Format such as MS Word, Excel, PowerPoint and Management Information System (MIS) as prescribed by the organization

## **Generic Skills (GS)**

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

- GS1.** communicate information and ideas in writing so that the subordinates and peers can understand
- GS2.** create documents required on the job (including requirement sheets, query sheets, response or feedback sheets etc.)
- GS3.** write at least one local language
- GS4.** read reviews from subordinates in terms of their requirements, queries and feedbacks
- GS5.** read appraisal documents related with any of subordinating position
- GS6.** read policies and regulations pertinent to the job
- GS7.** interact with all subordinates to understanding their requirements, queries and feedbacks on various aspects within the organisation
- GS8.** interact with organisations internal stakeholders to ensure efficient performance evaluation of the subordinates leading to higher levels of satisfaction and motivation
- GS9.** analyse information and evaluate results amongst the various available options or metrics on the performance indicators to choose best way to motivate subordinates through: rewards and recognition schemes promotion transfer to other work stream nominate for an executive training any other monetary or non-monetary benefits
- GS10.** plan work on a daily basis to ensure higher levels of motivated within the teams supervising wherever required and giving freedom and independence to the subordinates to ensure high quality work output with minimum superior guidance leading to holistic development of the subordinate
- GS11.** ensure all activities performed by subordinates and reporting executives is in sync with broader organisational goals to ensure higher customer satisfaction
- GS12.** analyse all the queries or problems posted by subordinates and find an appropriate solution acceptable to the subordinates

- GS13.** deliver and act as per the organisation provided/guided resolutions
- GS14.** evaluate and identify all key requirements of the subordinates and try to solve various issues to ensure higher motivational levels
- GS15.** assess additional cost burden as a result of various incentives schemes and other rewards & recognition schemes for the subordinates and take an optimum decision to ensure the overall profitability of the organisation
- GS16.** assess additional cost burden as a result of various incentives schemes and other rewards & recognition schemes for the subordinates and take an optimum decision to ensure the overall profitability of the organisation

## Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Supervise &amp; evaluate performance of all subordinates and reporting executives</i>	<b>30</b>	<b>70</b>	-	-
<b>PC1..</b> set goals and targets as per organisational directives for all reporting executives	4	7	-	-
<b>PC2..</b> create quantified measures and metrics to analyse the performance delivered by subordinates	4	7	-	-
<b>PC3..</b> set tangible and achievable incentives for subordinates as per the goals and targets assigned	3	8	-	-
<b>PC4..</b> ensure and implement strict adherence of all activities performed by subordinates to organisational guidelines	3	8	-	-
<b>PC5..</b> monitor and supervise all the activities performed by subordinates and ensure optimisation to achieve the set goals	3	8	-	-
<b>PC6.</b> evaluate performance of subordinates and reporting executives on the designed measures and metrics as per the guidelines of the Organization	3	7	-	-
<b>PC7..</b> assist and support reporting executives whenever necessary or applicable	2	5	-	-
<b>PC8..</b> document all performance indicators and metrics of subordinates in the prescribed format of organisation	2	5	-	-
<b>PC9..</b> perform all appraisal related process flow for subordinates, as per respective performance documents	2	5	-	-
<b>PC10.</b> handover all the documents and appropriate support measures to human resources department for official records	1	5	-	-
<b>PC11.</b> ensure and implement proper process flow for feedbacks and queries received from subordinates	3	5	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-

## National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	ASC/N0005
<b>NOS Name</b>	Supervise and evaluate performance
<b>Sector</b>	Automotive
<b>Sub-Sector</b>	Auto Components (Manufacturers & Dealers)
<b>Occupation</b>	Auto Components After Market Sales & Service
<b>NSQF Level</b>	7
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	26/07/2013
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	NA

## **ASC/N1104: Enhance customer experience at the dealership showroom**

### **Description**

This NOS unit is about a Customer Relationship Manager (Dealer) who enhance customer experience at the dealership showroom.

### **Scope**

This unit/task covers the following:

- ensure complete customer satisfaction at the dealership showroom
- support sales function of the entire area under the dealership

### **Elements and Performance Criteria**

*Ensure maximum customer satisfaction through enhanced customer experience at the dealership*

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

- PC1..** maintain complete customer satisfaction during the complete sales cycle at dealership
- PC2..** effectively communicate with clients/ customers to gain commitment for purchasing OEM products
- PC3..** mention fab (features / advantages / benefits) and usps of the vehicle oem brands available at the dealership over the competitor models
- PC4..** ask potential customers for information on reasons for considering purchase and comprehend all customer requirements and needs at the dealership showroom
- PC5..** manage a diverse range of customer retention campaigns and initiatives including idea generation and exploration, preparing and presenting sales delivery proposals, oversee the production processes and championing successful execution
- PC6..** analyze campaign outcomes in detail, using a variety of proprietary software applications and draw insights and present them to the sales function to facilitate sound decision making
- PC7..** understand the key customer requirements from a vehicle (during sales pitch) and any pending service related issue (during service calls follow-ups to generate repeat/ referral sales) and highlight the requirements/ issues for early redressal
- PC8..** manage quick and efficient reply to the customer queries
- PC9..** manage and coordinate with services department for quick technical complaint redressal
- PC10..** monitor service and sales process flow for smoother and flawless orders and service execution at the dealership showroom
- PC11..** provide enriching customer experience by hassle free buying process, quick documentation, providing entertainment avenues etc., during lead time
- PC12..** check service follow-up records and schedules for after sales support
- PC13..** follow-up through telecallers for pre sales queries and ensure that most of them are given test drives to show the usp of the vehicle
- PC14..** ensure that ensure complete facility and display vehicles maintenance
- PC15..** record feedbacks or reviews and complaints from customers walking in the showroom
- PC16..** ensure proper enquiry and understanding of customer queries related to vehicle type, model, specifications

- PC17..** provide relevant information related to accessories/ value added or special services available at the dealership
- PC18..** attend and participate in daily briefings, meetings regarding the overall process of customer handling as prescribed by the oem
- PC19..** assist in management of key customer relationship
- PC20..** work with customer service, marketing services and operation to develop and maintain a customer-focused attitude toward activities, concentrating on those that most strongly contribute toward improving customer lifetime value

## **Knowledge and Understanding (KU)**

The individual on the job needs to know and understand:

- KU1.** standard operating procedures for customer query reporting along with their resolution mechanism through the sales team in the organisation
- KU2.** customer relationship management (crm) related framework provided by the organisation
- KU3.** standard operating procedures of the dealership related with customer experience and satisfaction
- KU4.** standard operating procedures of the organization/ dealership to maintain the overall sales systems and process as per the oem guidelines
- KU5.** process flow of complete sales and service cycles at the dealership
- 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 including automotive showroom in general
- KU9.** the technical specifications of various oem vehicular products as well as those manufactured by the competitors
- KU10.** technical details and problems related with service of all kinds of vehicles including the performance of different variants of the vehicle
- KU11.** the various training modules provided by the oem for the training of backend sales and services functions
- KU12.** complete process flow for a business cycle of sale of a vehicle along with the various services related processes
- KU13.** how to communicate and inform sales managers/team leads on the quality of follow up of leads by the respective sales executives as indicated by the telecaller / customer relationship executive
- KU14.** software or format used for reporting like ms excel and ms word
- KU15.** software or format used for billing, financing of the vehicles, services records and warehousing like tally, sap and primaware
- KU16.** software or format used for sales and marketing presentations, reporting and surveys like ms powerpoint, mis and crm
- KU17.** software or format used for customer relationship management (crm) in the organisation
- KU18.** statutory compliance of the government and legal aspects
- KU19.** local market procedures and customer preferences of that area including the sales peculiarities based on geographical nuances etc.

## Generic Skills (GS)

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

- GS1.** communicate information and ideas in writing so others will understand esp. the back-end team of telecallers and customer relationship executives (cre)
- GS2.** record and document the systems and processes affecting the overall service, maintenance and repair of vehicles in the workshop
- GS3.** create documentation required on the job (including reports, work sheets, etc.)
- GS4.** create periodic reports on the customer feedback on the overall experience at the dealership during both sales and service interface
- GS5.** write in at least one local language
- GS6.** read & understand technical terminologies used in the automotive industry
- GS7.** read general instructions or guidelines from oem, mandatory for customer experience and satisfaction
- GS8.** read general instructions or guidelines for customers, mandatory for loans or financing along with the detailed application forms
- GS9.** read policies and regulations pertinent to the job
- GS10.** read training reports, worksheets and other evaluation sheets
- GS11.** read reports, presentations, targets and other details associated with business understandings
- GS12.** interact with the front-end sales team to ensure proper follow-up on the leads generated through various means
- GS13.** interact with sales, service and administrative function of the dealership
- GS14.** interact with the customers to understand any gaps in the overall service quality levels in the workshop
- GS15.** interact with superiors and other support staff function to ensure higher levels of service quality is maintained
- GS16.** analyse information from the follow-up sheets and other dealership / oem crm softwares and evaluate the levels of customer satisfactions and use the results to optimise the process ensuring quality and timely services
- GS17.** decide on the optimum course of action for each of the sales / service query
- GS18.** plan work according to the required schedule and location
- GS19.** plan and organise activities for the telecaller and cre to achieve complete customer satisfaction on a periodical basis
- GS20.** ensure that customers requirements are assessed and satisfactory service is provided
- GS21.** ensure that prompt post-sale service is provided to the customer esp. during the warranty period and in case of any issue, it is escalated to the superiors and resolved
- GS22.** ensure that the various systems and processes are aligned with the overall customer satisfaction and are not leading to time and cost overruns for the sales and service process at the dealership
- GS23.** clarify and solve all sales and service function queries generated due to any kind of anomalies and take appropriate actions, as required
- GS24.** ensure all system related issues are solved in the most optimised manner as per the oem guidelines

- GS25.** evaluate customer feedbacks and reviews for its effectiveness by ensuring proper checks and report them
- GS26.** evaluate the information gathered from the potential customer and utilise it to ensure a smooth sales process
- GS27.** ensure customer satisfaction and experience enhancements in all activities

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Ensure maximum customer satisfaction through enhanced customer experience at the dealership</i>	30	70	-	-
<b>PC1..</b> maintain complete customer satisfaction during the complete sales cycle at dealership	2	3	-	-
<b>PC2..</b> effectively communicate with clients/ customers to gain commitment for purchasing OEM products	2	3	-	-
<b>PC3..</b> mention fab (features / advantages / benefits) and usps of the vehicle oem brands available at the dealership over the competitor models	3	4	-	-
<b>PC4..</b> ask potential customers for information on reasons for considering purchase and comprehend all customer requirements and needs at the dealership showroom	2	3	-	-
<b>PC5..</b> manage a diverse range of customer retention campaigns and initiatives including idea generation and exploration, preparing and presenting sales delivery proposals, oversee the production processes and championing successful execution	3	3	-	-
<b>PC6..</b> analyze campaign outcomes in detail, using a variety of proprietary software applications and draw insights and present them to the sales function to facilitate sound decision making	2	3	-	-
<b>PC7..</b> understand the key customer requirements from a vehicle (during sales pitch) and any pending service related issue (during service calls follow-ups to generate repeat/ referral sales) and highlight the requirements/ issues for early redressal	2	3	-	-
<b>PC8..</b> manage quick and efficient reply to the customer queries	1	4	-	-
<b>PC9..</b> manage and coordinate with services department for quick technical complaint redressal	1	4	-	-
<b>PC10..</b> monitor service and sales process flow for smoother and flawless orders and service execution at the dealership showroom	1	4	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC11..</b> provide enriching customer experience by hassle free buying process, quick documentation, providing entertainment avenues etc., during lead time	1	4	-	-
<b>PC12..</b> check service follow-up records and schedules for after sales support	1	3	-	-
<b>PC13..</b> follow-up through telecallers for pre sales queries and ensure that most of them are given test drives to show the usp of the vehicle	1	3	-	-
<b>PC14..</b> ensure that ensure complete facility and display vehicles maintenance	1	3	-	-
<b>PC15..</b> record feedbacks or reviews and complaints from customers walking in the showroom	1	4	-	-
<b>PC16..</b> ensure proper enquiry and understanding of customer queries related to vehicle type, model, specifications	1	4	-	-
<b>PC17..</b> provide relevant information related to accessories/ value added or special services available at the dealership	2	3	-	-
<b>PC18..</b> attend and participate in daily briefings, meetings regarding the overall process of customer handling as prescribed by the oem	1	4	-	-
<b>PC19..</b> assist in management of key customer relationship	1	4	-	-
<b>PC20..</b> work with customer service, marketing services and operation to develop and maintain a customer-focused attitude toward activities, concentrating on those that most strongly contribute toward improving customer lifetime value	1	4	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-

## National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	ASC/N1104
<b>NOS Name</b>	Enhance customer experience at the dealership showroom
<b>Sector</b>	Automotive
<b>Sub-Sector</b>	Automotive Vehicle Sales (Dealer)
<b>Occupation</b>	Sales Support
<b>NSQF Level</b>	7
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Next Review Date</b>	10/06/2015

## Assessment Guidelines and Assessment Weightage

### Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

### Minimum Aggregate Passing % at QP Level : 75

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

## Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
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
ASC/N0004.Manage customer relationship and quality service	30	70	-	-	100	15
ASC/N0005.Supervise and evaluate performance	30	70	-	-	100	10
ASC/N1104.Enhance customer experience at the dealership showroom	30	70	-	-	100	50
<b>Total</b>	<b>165</b>	<b>435</b>	<b>-</b>	<b>-</b>	<b>600</b>	<b>100</b>

## Acronyms

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

## Glossary

<b>Sector</b>	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.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	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.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	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.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	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.
<b>Scope</b>	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.
<b>Knowledge and Understanding (KU)</b>	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.

<p><b>Organisational Context</b></p>	<p>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.</p>
<p><b>Technical Knowledge</b></p>	<p>Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.</p>
<p><b>Core Skills/ Generic Skills (GS)</b></p>	<p>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.</p>
<p><b>Electives</b></p>	<p>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.</p>
<p><b>Options</b></p>	<p>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.</p>