

Qualification Pack



Telecaller

QP Code: ASC/Q1105

Version: 1.0

NSQF Level: 4

Automotive Skills Development Council || 153, Gr Floor, Okhla Industrial Area, Phase - III, Leela Building
New Delhi - 110020

Qualification Pack

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ASC/Q1105: Telecaller

Brief Job Description

A Telecaller is responsible for making cold calls to the customer and supporting sales to generate sales leads (telemarketing activities) and also support follow-up calls to support both sales and service activities

Personal Attributes

The individual on this job must have good communication and interpersonal skills along with a pleasing personality to attend all sorts of enquiries from the customers. The individual should depict customer centricity in daily behaviour and should be able to talk and convince customers. The individual must be patient and good listening ability and customer centric attitude is highly desirable to understand various requirements and tackle the irate 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/N1107: Generate sales leads through telemarketing activities](#)
5. [ASC/N1108: Coordinate with sales team for passing on the prospective leads](#)

Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Sales Support
Country	India
NSQF Level	4
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5211.0302
Minimum Educational Qualification & Experience	12th Class with Not applicable of experience Not applicable

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Minimum Level of Education for Training in School	
Pre-Requisite License or Training	On the job training
Minimum Job Entry Age	18 Years
Last Reviewed On	10/06/2013
Next Review Date	31/03/2021
Deactivation Date	31/03/2021
NSQC Approval Date	20/07/2015
Version	1.0

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

Description

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

Scope

This unit/task covers the following:

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

Elements and Performance Criteria

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

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

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

Appropriate use of resources

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

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

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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

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

Generic Skills (GS)

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

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

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Assessment Criteria

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

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National Occupational Standards (NOS) Parameters

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

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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

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- KU7.** different types of information that colleagues might need and the importance of providing this information when it is required
- KU8.** the importance of problems, from colleagues perspective and how to provide support, where necessary, to resolve these

Generic Skills (GS)

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

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

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Assessment Criteria

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

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National Occupational Standards (NOS) Parameters

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

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

Description

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

Scope

This unit/task covers the following:

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

Elements and Performance Criteria

Resources needed to maintain a safe, secure working environment

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

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

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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

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

Generic Skills (GS)

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

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

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Assessment Criteria

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

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National Occupational Standards (NOS) Parameters

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

Qualification Pack

ASC/N1107: Generate sales leads through telemarketing activities

Description

This NOS unit is about a Telecaller who generate sales leads through various telemarketing activities.

Scope

This unit/task covers the following:

- generate sales prospects or leads through telemarketing including making cold calls and make follow-up calls for both sales service sub-functions
- support sales function in the dealership through other allied activities

Elements and Performance Criteria

Support sales & service sub-functions through making calls

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

- PC1..** call and enquire about buying plans or interests, as per the calling script, from the prospective calling list assigned
- PC2..** greet the customers and get vehicle buying interests and time schedule from the prospective calling list to get sales leads
- PC3..** mention fab (features / advantages / benefits) and usps of the vehicle oem brands available at the dealership over the competitor models
- PC4..** invite, fix and record customer prospective visit for test drive, either at showroom or at any mutually agreed location
- PC5..** ask potential customers for information on reasons for considering purchase and comprehend all customer requirements and needs
- PC6..** assist in pre-sales and post-sales support to customers
- PC7..** record all feedbacks and complaints from customers in the system in a prescribed oem format
- PC8..** assist in management of key customer relationship and coordinate with sales to ensure that all pending responses are responded to in a timely and satisfactory manner
- PC9..** arrange for vehicle pick up and drops to and from work shops
- PC10..** 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

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures of the oem related with telemarketing sales (including oem mandated customized sales pitch for a few oem driven campaigns/ events)
- KU2.** standard operating procedures within ones own organisation related with telemarketing and sales

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- KU3.** standard operating procedures for customer query reporting along with their resolution mechanism through the sales team in the organisation
- KU4.** customer relationship management (crm) related framework provided by the organisation
- KU5.** documentation requirements for each procedure carried out as part of roles and responsibilities as per the organizational guidelines
- KU6.** process flow of complete sales and service cycles at the dealership
- KU7.** institutional 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 basic customer and personal service principles and processes for providing customer and personal services through telemarketing calls
- KU10.** how to handle and resolve basic customer queries
- KU11.** training modules and scripts provided by the oem for the telemarketing
- KU12.** technical aspects related with all varieties of vehicles at the dealership
- KU13.** technical details and problems related with service of all kinds of vehicles
- KU14.** how to manage key customer requirements while make sales calls (during sales pitch) or any service related calls (during follow-ups to generate repeat/ referral sales) and highlight the requirements/ issues for early redressal to customer relationship executive (cre)
- KU15.** software or format such as ms word, excel, powerpoint and management information system (mis)
- KU16.** statutory compliance of the government and legal aspects
- KU17.** local market procedures & customer preferences of that area along with sales peculiarities based on geographical nuances etc.

Generic Skills (GS)

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

- GS1.** create documentation required on the job (including follow-up sheets for both sales and service calls)
- GS2.** capture the profile of the customer during the telemarketing initiatives like cold calls (including demographics, preferences which would help in proper follow-up on these leads by the sales team)
- GS3.** write in at least one local language
- GS4.** read general instructions or guidelines from oem, mandatory for telemarketing
- GS5.** read telemarketing scripts provided by the oem and dealership mandatory for making a sales pitch
- GS6.** read feedback from customers on the level of services provided by the dealership
- GS7.** read policies and regulations pertinent to the job
- GS8.** read follow-up sheet, worksheets and other evaluation sheets prepared as a result for any major marketing campaign by the oem (e.g. loan mela, free service campaigns to generate additional footfalls in the showroom to generate more sales leads)
- GS9.** interact with customers for getting their requirements, queries and feedbacks and generate perspective leads

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- GS10.** interact with sales, service and administrative function of the dealership
- GS11.** interact with superiors and other support staff function in the ones own organisation
- GS12.** analyse information and evaluate results to choose the best solution and solve problems
- GS13.** analyse all the feedbacks provided by the customers and act accordingly
- GS14.** plan work assigned on a daily basis
- GS15.** plan and organise activities achieving business targets on a periodical basis (e.g in case of telemarketing activities schedules for a particular date like loan mela, free service campaigns, plan the calls in such a way to reach out to maximum target audience and generate additional footfalls to generate more sales leads)
- GS16.** follow up regularly on potential complaints, issues raised by the customer
- GS17.** ensure that customers requirements are assessed and satisfactory service is provided
- GS18.** ensure that customer is greeted and is attended properly during the duration of the call (cold call or telemarketing call) as per organisations protocols
- GS19.** ensure that during making cold calls, customers whose contact number is on dnd (do not disturb) are not called again
- GS20.** ensure that queries outside the scope of work are addresses and passed on to the relevant person and prompt reply is obtained and passed on to the customer
- GS21.** clarify and solve all sales and service function queries generated due to any kind of anomalies and take appropriate actions, as required
- GS22.** evaluate and identify areas of query from the customer and ensure proper resolution to ensure maximum satisfaction
- GS23.** evaluate customer feedbacks and reviews for its effectiveness by ensuring proper checks and report them
- GS24.** generate customer interest through telemarketing and engage in test drives for initiation of perspective sales leads

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Support sales & service sub-functions through making calls</i>	30	70	-	-
PC1.. call and enquire about buying plans or interests, as per the calling script, from the prospective calling list assigned	4	8	-	-
PC2.. greet the customers and get vehicle buying interests and time schedule from the prospective calling list to get sales leads	3	7	-	-
PC3.. mention fab (features / advantages / benefits) and usps of the vehicle oem brands available at the dealership over the competitor models	4	7	-	-
PC4.. invite, fix and record customer prospective visit for test drive, either at showroom or at any mutually agreed location	3	8	-	-
PC5.. ask potential customers for information on reasons for considering purchase and comprehend all customer requirements and needs	4	7	-	-
PC6.. assist in pre-sales and post-sales support to customers	3	7	-	-
PC7.. record all feedbacks and complaints from customers in the system in a prescribed oem format	2	7	-	-
PC8.. assist in management of key customer relationship and coordinate with sales to ensure that all pending responses are responded to in a timely and satisfactory manner	2	6	-	-
PC9.. arrange for vehicle pick up and drops to and from work shops	2	6	-	-
PC10.. 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	3	7	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
NOS Total	30	70	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1107
NOS Name	Generate sales leads through telemarketing activities
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Sales Support
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	10/06/2013
Next Review Date	10/06/2015
NSQC Clearance Date	20/07/2015

Qualification Pack

ASC/N1108: Coordinate with sales team for passing on the prospective leads

Description

This NOS unit is about an individual coordinating with sales team for passing on the prospective leads.

Scope

This unit/task covers the following:

- assist and support in follow-ups
- resolve complete customer queries and problems to maintain total customer satisfaction with enriching and pleasant customer experience

Elements and Performance Criteria

Assist in follow-ups and resolve customer queries and problems

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

- PC1..** pass on the details of the appointments got fixed for the test drives as per the area assigned and transfer to the sales executives accordingly
- PC2..** record all sales follow-ups with all the prospective customers in the system
- PC3..** follow-up for services with the customers and update records or system for the services department
- PC4..** arrange and coordinate with home service executives for pick-drop facility
- PC5..** coordinate and liaison with dealer services function for passing on the prospective leads for smoother services
- PC6..** analyse and comprehend all customer requirements and needs
- PC7..** follow-up with customers for their feedbacks and reviews
- PC8..** record all feedbacks and complaints from customers in the system
- PC9..** deliver and assist in delivering as per the noted requirements
- PC10..** ensure least turnaround time for any customer query handling/redressal
- PC11..** maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework
- PC12..** maintain long term association with the customers

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures of the oem related with telemarketing and sales
- KU2.** standard operating procedures of the dealership related with telemarketing and sales
- KU3.** standard operating procedures of the dealership related with customer experience and satisfaction

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- KU4.** standard operating procedures for query and problem reporting and their redressal in the organisation
- KU5.** customer relationship management (crm) related framework provided by the organisation
- KU6.** documentation requirements for each procedure carried out as part of roles and responsibilities
- KU7.** institutional and professional code of ethics and standards of practice
- KU8.** safety and health policies and regulations for the workplace
- KU9.** complete process flow for a business cycle of sales and services both
- KU10.** documentation requirements from the customers
- KU11.** requirements of the customers and suggest delivery accordingly
- KU12.** customer problems and queries and documenting it in the organisations prescribed format
- KU13.** redressal documents and act accordingly
- KU14.** software or format used for customer relationship management (crm) in the organisation
- KU15.** software or format such as ms word, excel, powerpoint and management information system (mis)
- KU16.** time needed for resolution of queries according to the organisations guidelines

Generic Skills (GS)

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

- GS1.** create documents required on the job (including requirement sheets, query sheets, response or feedback sheets etc.)
- GS2.** write in at least one local language
- GS3.** read instructions from customers in terms of their requirements, queries and feedbacks
- GS4.** read policies and regulations pertinent to the job
- GS5.** interact with the customers for understanding their requirements, queries and feedbacks
- GS6.** interact with organisations internal stakeholders for efficient customer relationship management
- GS7.** analyse information and evaluate results to choose the best solution and solve problems
- GS8.** plan work assigned on a daily basis and provide estimates of time required for each piece of work
- GS9.** ensure that customer needs are assessed and satisfactory service is provided
- GS10.** ensure that the customer has agreed with all the work performed
- GS11.** ensure that the customer provides constructive feedback and reviews
- GS12.** analyse all the queries or problems posted by the customers
- GS13.** deliver and act as per the organisation provided/guided resolutions
- GS14.** evaluate and identify key customer satisfaction areas
- GS15.** evaluate and identify key customer experience enhancing areas
- GS16.** assess time and cost required based on problems or queries identified
- GS17.** evaluate the information gathered from the customer complaint report and utilise it to identify timely resolutions

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Assist in follow-ups and resolve customer queries and problems</i>	25	75	-	-
PC1.. pass on the details of the appointments got fixed for the test drives as per the area assigned and transfer to the sales executives accordingly	3	7	-	-
PC2.. record all sales follow-ups with all the prospective customers in the system	2	7	-	-
PC3.. follow-up for services with the customers and update records or system for the services department	2	6	-	-
PC4.. arrange and coordinate with home service executives for pick-drop facility	2	5	-	-
PC5.. coordinate and liaison with dealer services function for passing on the prospective leads for smoother services	2	7	-	-
PC6.. analyse and comprehend all customer requirements and needs	3	7	-	-
PC7.. follow-up with customers for their feedbacks and reviews	1	6	-	-
PC8.. record all feedbacks and complaints from customers in the system	2	7	-	-
PC9.. deliver and assist in delivering as per the noted requirements	2	6	-	-
PC10.. ensure least turnaround time for any customer query handling/redressal	1	6	-	-
PC11.. maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework	3	6	-	-
PC12.. maintain long term association with the customers	2	5	-	-
NOS Total	25	75	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1108
NOS Name	Coordinate with sales team for passing on the prospective leads
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Sales Support
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	10/06/2013
Next Review Date	10/05/2015
NSQC Clearance Date	20/07/2015

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Assessment Guidelines and Assessment Weightage

Assessment Guidelines

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

Minimum Aggregate Passing % at QP Level : 70

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

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ASC/N0001.Plan and organise work to meet expected outcomes	25	75	-	-	100	10
ASC/N0002.Work effectively in a team	25	75	-	-	100	15
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/N1107.Generate sales leads through telemarketing activities	30	70	-	-	100	35
ASC/N1108.Coordinate with sales team for passing on the prospective leads	25	75	-	-	100	35
Total	130	370	-	-	500	100

Qualification Pack

Acronyms

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

Qualification Pack

Glossary

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

Qualification Pack

Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.