

# Model Curriculum

## CRM DOMESTIC NON- VOICE

**SECTOR:** IT-ITeS  
**SUB-SECTOR:** Business Process Management  
**OCCUPATION:** Customer Relationship Management  
**REFERECE ID:** SSC/Q2211, version 1.0  
**NSQF LEVEL:** 4



## Certificate

### COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the  
**IT-ITeS Sector Skills Council NASSCOM**

for  
**MODEL CURRICULUM**

Complying to the National occupation standards of  
Job Role / Qualification Pack CRM Domestic Non-Voice  
QP No. SSC/Q2211 NSQF level 4

Date of Issuance: December 1<sup>st</sup> 2016

Valid Upto \*: December 1<sup>st</sup> 2017

\* Valid up to the next review date of the Qualification Pack



Authorised Signatory

(IT-ITeS Sector Skills Council NASSCOM)

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# CRM Domestic Non-Voice

## CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of “CRM Domestic Non-Voice” in the “IT-ITeS” Sector/Industry and aims at building the following key competencies in the learner.

<b>Program Name</b>	<b>CRM Domestic Non-Voice</b>		
<b>Qualification Pack Name &amp; Reference ID.</b>	CRM Domestic Non-Voice SSC/Q2211, version 1.0		
<b>Version No.</b>	1.0	<b>Version Update Date</b>	31/12/2015
<b>Pre-requisites to Training</b>	10 <sup>th</sup> Standard		
<b>Training Outcomes</b>	<b>After completing this programme, participants will be able to:</b> <ul style="list-style-type: none"> <li>Deal remotely with customer queries in the domestic market</li> <li>Manage their work to meet requirements</li> <li>Maintain a healthy, safe and secure working environment</li> </ul>		

The Course encompasses all three National Occupational Standards (NOS) of “CRM-Domestic Non Voice SSC/Q2211” Qualification Pack issued by “IT-ITES Sector Skills Council NASSCOM.”

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	Deal remotely with customer queries  Theory Duration (hh:mm) 60:00  Practical Duration (hh:mm) 192:00  Corresponding NOS Code SSC/N3021	Candidates will be able to: <ul style="list-style-type: none"> <li>Greet customers and verify their details, following organization’s procedures</li> <li>Read carefully, summarize, and obtain customer confirmation of, your understanding of queries</li> <li>Express their concern for any difficulties caused and commitment to resolving queries</li> <li>Record and categorize queries accurately using their organization’s query management tool</li> <li>Refer queries outside their area of competence or authority promptly to appropriate people</li> <li>Access organization’s knowledge base for solutions to queries, where available</li> <li>Resolve queries within their area of competence or authority in line with organizational guidelines and service level agreements (SLAs)</li> <li>Obtain advice and guidance from appropriate people, where necessary</li> <li>Obtain confirmation from customers that queries have been resolved to their satisfaction</li> <li>Record the resolution of queries accurately using their organization’s query management tool</li> <li>Comply with relevant standards, policies, procedures and guidelines when dealing remotely with customer queries</li> </ul>	Refer to Unique Equipment Required section
2	Manage work to meet	Candidates will be able to:	Refer to Unique Equipment Required

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	requirements  Theory Duration (hh:mm) <b>30:00</b>  Practical Duration (hh:mm) <b>70:00</b>  Corresponding NOS Code <b>SSC/N9001</b>	<ul style="list-style-type: none"> <li>Establish and agree work requirements with appropriate people</li> <li>Keep immediate work area clean and tidy</li> <li>Utilize time effectively</li> <li>Use resources correctly and efficiently</li> <li>Treat confidential information correctly</li> <li>Work in line with organization's policies and procedures</li> <li>Work within the limits of job role</li> <li>Obtain guidance from appropriate people, where necessary</li> <li>Ensure work meets the agreed requirements</li> </ul>	section
3	Maintain a healthy, safe and secure working environment  Theory Duration (hh:mm) <b>10:00</b>  Practical Duration (hh:mm) <b>38:00</b>  Corresponding NOS Code <b>SSC/N9003</b>	Candidates will be able to: <ul style="list-style-type: none"> <li>Comply with organization's current health, safety and security policies and procedures</li> <li>Report any identified breaches in health, safety, and security policies and procedures to the designated person</li> <li>Identify and correct any hazards that can deal with safely, competently and within the limits of authority</li> <li>Report any hazards that one is not competent to deal with to the relevant person in line with organizational procedures and warn other people who may be affected</li> <li>Follow their organization's emergency procedures promptly, calmly, and efficiently</li> <li>Identify and recommend opportunities for improving health, safety, and security to the designated person</li> <li>Complete any health and safety records legibly and accurately</li> </ul>	Refer to Unique Equipment Required section
	<b>Total Duration:</b>  Theory Duration (hh:mm) <b>100:00</b>  Practical Duration (hh:mm) <b>300:00</b>	<b>Unique Equipment Required:</b> Training room should be fully furnished with the following equipment / tools / accessories. Additional / specific resources, wherever applicable (e.g. Hardware, software) are indicated in the main text corresponding to relevant learning outcome.  NOS SSC/N3021 requirements: <ul style="list-style-type: none"> <li>Internet messenger and Web based Chat tools</li> <li>Any CRM and ticketing tool</li> <li>Open Office or MS – Office (word, Excel, PPT, Outlook)</li> <li>Access to PC, LAN, search engine</li> </ul> Common requirements <ul style="list-style-type: none"> <li>Comfortable seats with adequate lighting, controlled temperature and acoustics for training and learning</li> <li>White Board, Markers and Eraser</li> <li>Projector with screen</li> <li>Flip chart with markers</li> <li>Faculty's PC/Laptop with latest configuration and internet connection</li> </ul>	

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> <li>• Supporting software / applications for projecting audio, video, recording,</li> <li>• Presentation Tools to support learning activities:</li> <li>• Intranet</li> <li>• Email</li> <li>• IMs</li> <li>• Learning management system e.g. Moodle, Blackboard to enable blended learning</li> <li>• Microphone / voice system for lecture and class activities</li> <li>• Handy Camera</li> <li>• Stationery kit – Staples, Glue, Chart Paper, Sketch Pens, Paint Box, Scale, A4 Sheets</li> <li>• For IT Lab sessions: Computer Lab with 1:1 PC:trainee ratio and having internet connection, MS Office / Open office, Browser, Outlook / Any other Email Client and chat tools, CRM and ticketing tool(s) such as Freshdesk</li> <li>• Assessment and Test Tools for day to day online Tests and Assessments</li> <li>• For team discussions: Adequate seating arrangement in full / half circle format for one or more teams as per planned team composition.</li> <li>• Reading Resources: Access to relevant sample documents and learning forums to enable self-study before and after each training session.</li> </ul>	

Grand Total Course Duration: **400Hours0 Minutes**

(This Syllabus/Curriculum has been approved by **IT-ITES Sector Skills Council NASSCOM.**)

**Notes from IT-ITes Sector Skills Council NASSCOM**

1. This document outlines the broad scope of coverage. This should be linked with OBF and training delivery plan. OBF (Outcome based framework) reflects the pedagogy used to ensure an expected outcome. Training delivery plan focuses on the sequence of delivery.
2. Though many NOSs have some seemingly common outcomes, notably core/generic, professional and technical skills, it is imperative to understand the contextual difference between them. For example, writing skills required for recording a customer query and resolution (in SSC/N3021) are different from the writing skills required to prepare a time plan (in SSC/N9001). Training providers are advised to,
  - a. Embed such skills development in the learning pedagogy for each expected outcome
  - b. Prepare a detailed session plan for training delivery with focus on sequence and duration of training
  - c. Run a diagnostic test to assess prior learning of students and help trainers / students identify the need for gap training, optimal duration and suitable training methodology. Accordingly, more introductory level sessions may be included in guided or self-paced mode of learning. E.g. adding some sessions on Functional English or Use of Internet and MS Office.

**Trainer Prerequisites for Job role: “CRM Domestic Non-Voice” mapped to Qualification Pack: “SSC/Q2211”**

Sr. No.	Area	Details
1	<b>Job Description</b>	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack SSC/Q2211.
2	<b>Personal Attributes</b>	Aptitude for conducting training, and pre/ post work to ensure competent, employable candidates at the end of the training. Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others; well-organised and focused, eager to learn and keep oneself updated with the latest in this field.
3	<b>Minimum Educational Qualifications</b>	Minimum 10 <sup>th</sup> Standard; Preferred Master’s degree in any discipline
4a	<b>Domain Certification</b>	2 years of work/training experience with respect to QP/Occupation 80% marks achieved in QP /NOS assessment (i.e. aggregate- 80% & per NOS - 70%) Additional certification in customer orientation, dealing with difficult customers, written communication etc. will be an added advantage.
4b	<b>Platform Certification</b>	80% marks achieved in Trainer QP (MEP/0102)/TVET/ pedagogy assessments (i.e. aggregate- 80% & per NOS - 70%)
5	<b>Experience</b>	Field experience: Minimum 2 years’ experience in the same domain Training experience: 1 year preferred

## Annexure: Assessment Criteria

<b>Assessment Criteria for CRM Domestic Non-Voice</b>	
<b>Job Role</b>	<b>CRM Domestic Non-Voice</b>
<b>Qualification Pack</b>	<b>SSC/Q2211</b>
<b>Sector Skill Council</b>	<b>IT-ITeS</b>

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack (QP) will be created by the Sector Skill Council (SSC). Each performance criteria (PC) will be assigned Theory and Skill/Practical marks proportional to its importance in NOS.
2	The assessment will be conducted online through assessment providers authorised by SSC.
3	Format of questions will include a variety of styles suitable to the PC being tested such as multiple choice questions, fill in the blanks, situational judgment test, simulation and programming test.
4	To pass a QP, a trainee should pass each individual NOS. Standard passing criteria for each NOS is 70%.
5	For latest details on the assessment criteria, please visit <a href="http://www.sscnasscom.com">www.sscnasscom.com</a> .

Assessment Outcome (Nos Code And Description)	Assessment criteria (PC)	Total Marks	Out Of	Marks Allocation	
				Theory	Skills Practical
<b>1.SSC/N3021 (Deal remotely with customer queries - Domestic)</b>	PC1. greet customers and verify their details, following your organization's procedures	<b>120</b>	12.5	2.5	10
	PC2. read carefully, summarize, and obtain <b>customer</b> confirmation of, your understanding of queries		12.5	2.5	10
	PC3. express your concern for any difficulties caused and your commitment to resolving queries		15	0	15
	PC4. record and categorize queries accurately using your organization's query management tool		5	0	5
	PC5. refer queries outside your area of competence or authority promptly to appropriate people		2.5	0	2.5
	PC6. access your organization's knowledge base for solutions to queries, where available		2.5	0	2.5
	PC7. resolve queries within your area of competence or authority in line with organizational guidelines and service level agreements (SLAs)		15	0	15
	PC8. obtain advice and guidance from appropriate people, where necessary		2.5	0	2.5
	PC9. obtain confirmation from customers that queries have been resolved to their satisfaction		10	0	10
	PC10. record the resolution of queries accurately using your organization's query management tool		35	15	20
	PC11. comply with relevant standards, policies, procedures and guidelines when dealing remotely with customer queries		7.5	0	7.5
	<b>Total</b>	<b>120</b>	<b>20</b>	<b>100</b>	
<b>2.SSC/N9001 (Manage your</b>	PC1. establish and agree your work requirements with appropriate people	<b>40</b>	10	5	5



<b>work to meet requirements)</b>					
	PC2. keep your immediate work area clean and tidy		5	0	5
	PC3. utilize your time effectively		5	5	0
	PC4. use resources correctly and efficiently		5	2	3
	PC5. treat confidential information correctly		5	0	5
	PC6. work in line with your organization's policies and procedures		2.5	0	2.5
	PC7. work within the limits of your job role		2.5	0	2.5
	PC8. obtain guidance from appropriate people, where necessary		2.5	0	2.5
	PC9. ensure your work meets the agreed requirements		2.5	0	2.5
		<b>Total</b>	<b>40</b>	<b>12</b>	<b>28</b>
<b>3.SSC/N9003 (Maintain a healthy, safe and secure working environment)</b>	PC1. comply with your organization's current health, safety and security policies and procedures		10	5	5
	PC2. report any identified breaches in health, safety, and security policies and procedures to the designated person		5	0	5
	PC3. identify and correct any hazards that you can deal with safely, competently and within the limits of your authority	<b>40</b>	10	5	5
	PC4. report any hazards that you are not competent to deal with to the relevant person in line with organizational procedures and warn other people who may be affected		5	0	5
	PC5. follow your organization's emergency procedures promptly, calmly, and efficiently		5	0	5
	PC6. identify and recommend opportunities for improving health, safety, and security to the designated person		2.5	0	2.5
	PC7. complete any health and safety records legibly and accurately		2.5	0	2.5
		<b>Total</b>	<b>40</b>	<b>10</b>	<b>30</b>