Revised Application Documentation: Version 5 /22 May, 2015

QUALIFICATION FILE – CONTACT DETAILS OF SUBMITTING BODY

Name and address of submitting body:

Telecom Sector Skill Council
2nd Floor, Plot NO: - 105, Sector – 44
Gurgaon – 122003 Ph.: 0124-4148029

Name and contact details of individual dealing with the submission

Name: Shiv Kumar Pandey
Position in the organisation: Manager
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List of documents submitted in support of the Qualifications File

1. Qualification Pack
2. Assessment Criteria – Annexure in Qualification Pack
3. Occupational Mapping
4. Skill Gap Report – KPMG & JUXT
5. Industry Engagement Certificate
6. Affiliation Protocol – Assessment Agency & Assessor
7. Assessment Framework

QUALIFICATION FILE SUMMARY

Qualification Title	TEL/Q0100
Body/bodies which will assess candidates	Telecom Sector Skill Council
Body/bodies which will award the certificate for the qualification.	Telecom Sector Skill Council
Body which will accredit providers to offer the qualification.	Telecom Sector Skill Council
Occupation(s) to which the qualification gives access	Customer Care Executive (Call Centre)
Proposed level of the qualification in the NSQF.	4
Anticipated volume of training/learning required to complete the qualification.	Duration (120 Hr.)
Entry requirements / recommendations.	10+2 or equivalent
Progression from the qualification.	Will give access to Senior Executive, Team Leader and Asst. Manager
Planned arrangements for RPL.	Anybody with 1 year experience wrt. the job role
International comparability where known.	

Formal structure of the qualification

Title of unit or other component (include any identification code used)	Mandatory/ Optional	Estimated size (learning hours)	Level
TEL/N0100 Attend/Make customer calls	M		
TEL/N0101 Resolving customer query, request, complaint	M		
TEL/N0102 Develop customer relation	M	**200 Hours**	**4**
TEL/N0103 Report and Review	M		
TEL/N0104 Proactive Selling	Optional		

Please attach any document giving further detail about the structure of the qualification – eg a Curriculum or Qualification Pack.

Give details of the document here: Qualification pack

SECTION 1

ASSESSMENT

Name of assessment body:
1. **Aspiring Minds**
2. **Mettl**
3. **Multi Skills Assessment Guild (MSAG)**
4. **Independent Qualitative Assessors Guilde (IQAG)**
5. **Cocubes Technologies Pvt. Ltd**

Will the assessment body be responsible for RPL assessment?
Yes, assessing body is responsible for RPL assessment.
Mode of Assessment : Online
1. Theory: MCQ questions mapped with performance criteria of each NOS in a QP.
2. Viva   : Scenario Based questions mapped with performance criteria of each NOS in a QP.
3. Practical: Practical test conducted wrt. Job role.

Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, consistent and fair and show that these are in line with the requirements of the NSQF:
The Assessment Agency is affiliated through stringent measures and undergo QA process. The Assessors are certified before conducting any assessments. The Question Bank before being made online are scrutinized and validated for linkage with Performance Criteria and randomization during the assessment.
Mode of Assessment : Online
1. Theory: MCQ questions mapped with performance criteria of each NOS in a QP.
2. Viva   : Scenario Based questions mapped with performance criteria of each NOS in a QP.
3. Practical: Practical test conducted wrt. Job role.

Please attach any documents giving further information about assessment and/or RPL.
Give details of the document(s) here:

ASSESSMENT EVIDENCE

Complete the following grid for each grouping of NOS, assessment unit or other component as per the assessment criteria. Insert the required number of rows.

		PERFORMANCE CRITERIA				
Job Role	CCE-Call Center					
Qualification Pack	: TEL/Q6400					
Sector Skill Council	: Telecom					

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each 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 PC.

2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.

3. Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/training center.

4. To pass the Qualification Pack , every trainee should score a minimum of 40% in every NOS and Overall 50% pass percentage.

5. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

6. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria.

Assessable Outcome	Assessment Criteria	Total Mark (400)	Out of	Theory	Skills Practical
1. TEL/N0100 (Attend/Make customer calls)	PC1. attain minimum call login time/dials/customer contacts and attendance for the number of days specified	100	10	10	0
	PC2. balance total number of minutes spent talking to the customer, within specified limits		20	5	15
	PC3. restrict total number of minutes customer is put on hold, within given time limits		20	5	15
	PC4. attain total number of minutes spent wrapping up calls / notations / tagging within given time limits		25	5	20
	PC5. achieve minimum typing speed and accuracy as specified for the job role		25	5	20
		Total	**100**	**30**	**70**
2. TEL/N0101 (Resolving customer query, request and complaint)	PC1. categorize customer's interaction as a query, request or a complaint	100	15	15	0
	PC2. verify customer's details for any account related information		20	10	10
	PC3. obtain sufficient information from the customers to login their query, request or complaint		20	10	10
	PC4. address customer's query, request or complaint on the basis of categorization		10	0	10
	PC5. provide estimate of resolution time to the customer, if an immediate solution cannot be found on-call		15	5	10

	PC6. record the customer's interaction as a query, request or a complaint		5	0	5
	PC7. refer problem to a supervisor/floor support/manager, if unable to resolve on-call		5	5	0
	PC8. resolve at least 80% of first level complaints at front end, without any further escalations		10	5	5
			100	50	50
3. TEL/N0102 (Develop customer relationship)	PC1. categorize customers as per their value and urgency of his Q R C and provide quick response		8	4	4
	PC2. capture customer feedback in a timely manner		4	0	4
	PC3. exceed the specified maximum level of customer satisfaction scores and ensure instant customer feedback		8	4	4
	PC4. provide complete resolution and escalate where necessary, to minimize repeat call percentage		10	10	0
	PC5. adhere to organizational guidelines w.r.t. to ACHT and AHT		5	5	0
	PC6. reassure customers of service promises made by the organization		10	5	5
	PC7. balance customer's expectations with the organization's service offerings		15	10	5
	PC8. give additional information to customers in response to their questions and comments about the service		10	6	4
	PC9. initiate greeting in customer's preferred language and switch to language spoken by the customeron-call		5	0	5
	PC10. avoid use of jargons, slangs and technical words		5	3	2
	PC11. maintain a flow of conversation keeping the caller informed of action being taken		8	4	4
	PC12. educate customers about new offers/products/services, as per their usage pattern and specific needs		10	5	5
	PC13. maintain appropriate levels of confidence of customer data, throughout the call		2	2	0
			100	58	42
4. TEL/N0103 (Report and review)	PC1. review individual call login time/number of dials/customer contacts/attendance for the review period	100	30	20	10

	PC2. comply with parameters like opening greeting, security checks, closing greeting, hold/transfer/escalation protocol, first time resolution %age and complete &correct tagging/wrap up		40	25	15
	PC3. analyze self reports like update on AHT, login time, CRM report and ensure the same is reviewed with the immediate superior		30	10	20
			100	55	45
Optional NOS:					
5. TEL/N0104 (Proactive selling)	PC1. probe customers to understand their buying behaviour and needs	100	25	10	15
	PC2. navigate through customer's account history to identify the usage pattern		25	0	25
	PC3. identify opportunity to pitch relevant products/services		15	5	10
	PC4. offer customized solution from the range of products/services available with the organization		35	15	20
			100	30	70

SECTION 2

EVIDENCE OF NEED

What evidence is there that the qualification is needed?
As per Industry requirement and recommendations, we TSSC have followed in order to prepare the qualification pack and got vetted by NSDC during the QRC. (Attached –Industry Engagement Certificate).
What is the estimated uptake of this qualification and what is the basis of this estimate?
Skills Gap analysis Reports for industry demand and secondary research data, though these do not lend to accurate demand projection. Feedback from industry for demand though again sample size may not lend to accurate figures and depends on Industry quarterly requirements. (Attached Skill Gap Study Report)
What steps were taken to ensure that the qualification(s) does/do not duplicate already existing or planned qualifications in the NSQF?
• NSDC list of Approved and Under-Development QPs was checked prior to commissioning the work
• NSDC QRC team also confirmed the same
What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated?
• Agencies have been appointed by the SSC to interact with training providers to gather feedback in implementation.
• Monitoring of results of assessments
• A formal review is scheduled in two year time

Please attach any documents giving further information about any of the topics above.
Give details of the document(s) here: NA

SECTION 3

SUMMARY EVIDENCE OF LEVEL

Level of qualification: Level 4
Summary of Direct Evidence (from learning outcomes):
Justify the NSQF level allocated to the QP by building upon the five descriptors of NSQF. Explain the reasons for allocating the level to the QP.

Level 4: Capable of working independently in his designated area. He must also learn new aspects of the job while executing the work assigned.

Generic NOS is/are linked to the overall authority attached to the job role.

CCE-Call Centre - TEL/Q0100					
Process required	**Professional Knowledge**	**Professional Skills**	**Core Skills**	**Responsibility**	**Level**
The Job holder handles the customer's requirements on daily basis and deals with 3 types of issues faced by the customer (query, complain and request) apart from this also promote new plans, product Upgradation offered by the company. The activities identified are the familiar and routine activities. As per the assessment criteria the job holder will attempt to make customer calls and resolve the issue within a given time frame. Furthermore, based on the requirements of the customer, the job holder will	Jobholder is expected to have factual knowledge of various products in his current company in terms of their features/specifications. He should be customer centric and good decision making while suggesting anything to the customer. Additionally he must have knowledge of the schemes which company might like to offer to the customer. Technique to resolving the	Based on his professional knowledge he should be able to take appropriate decision, resolve the customer issue. This demonstrates his/her (pro-active) selling techniques as per rules, tactically resolving the query, and completing his/her daily target (i.e. number of calls answered, AHT and ACHT) Adding more: Good in developing rapport among the customer as per their value and urgency.	Jobholder is expected to attend maximum number of calls in the given duration. He should be able to perform (in terms of attending customer calls and resolving the issue faced by the client, customer). While checking the records of the customer via CRM tool and calculating the amount he/she should have *basic arithmetic knowledge.* Job Holder has be pro-actively engage with customers for selling specific products hence they are expected to be good in communication skills (oral and written) with the customer, clients. As per the norms he/she have to maintain the quality standards laid down by	Jobholder based on his own learning and experience, plans the method of executing the daily task. He is in process of continuous self-learning and responsible for its own work. He is responsible for: • Resolve the issue faced by the customer, client in a given time frame. • Pro-active selling of products, plan to the customer. • Minimum delay in attending the call • Analysing the report and update	4

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identify and explain suitable options based on clear choice according to the requirements specified.	issue raised by the customer and segregate the type of interaction. for example : it can be a complain, request and query..		the company. Jobholder is expected to be presentable and able to adjust socially and professional environment of working.	accordingly.
				8
Level :- 4	Level :- 4	Level :- 4	Level :- 4	Level :- 4

Summary of other evidence (if used): NA

SECTION 4

EVIDENCE OF RECOGNITION OR PROGRESSION

What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?
Horizontal and vertical mobility options have been articulated.

Please attach any documents giving further information about any of the topics above.
Give details of the document(s) here: NA