

No EDN-SPM & NIU-A(1)01/2018  
Government of Himachal Pradesh  
Department of Higher Education

Dated : Shimla-171002

From :

The Secretary (Education) to the  
Govt. of Himachal Pradesh,  
Shimla 171002

To

The Principal  
Govt. Degree College  
Nalagarh Nahar, RKMV, Sanjauli, Seema, Ghumarwin, Sarkaghat  
Dhaliara, Hamirpur, and Amb.

Sub:

Regarding implementation of the Graduate Add-on program.

Sir,

The proposal enclosed herewith has been received from MD Himachal Pradesh Kaushal Vikas Nigam SDA Complex Kasumpti Shimla regarding implementation of the Graduate Add-on program in selected colleges. This training programme will train 2,000 students in selected sectors viz BFSI Electronics, IT-ITES, Beauty and wellness, Apparel and made-up sectors through (IISD) Indian Institute of Skill Development.

Therefore, you are requested to extend full co-operation to (IISD) Indian Institute of Skill Development in the implementation of the Graduate Add-on program in your college, keeping in view the interest of the students.

(Dr. Arun Sharma)

Secretary (Education) to the  
Govt. of Himachal Pradesh

Endst. No. Even

Dated : Shimla-171001,

July. 2018

Copy to :-

1. The Director of Higher Education, Himachal Pradesh, Shimla-1 for information please.
2. The MD Himachal Pradesh Kaushal Vikas Nigam SDA Complex Kasumpti Shimla for information please
3. Sh. Kaushik Sharma, (State Head) (IISD) for information please
4. Sh. Shakti Eashan, S.P.O, Brock Hurst, Kasumpti Shimla with direction coordinate the said program.


Secretary (Education) to the  
Govt. of Himachal Pradesh

**Graduate Add-on Program**  
**CRM Domestic Non-Voice**  
**Sector IT-ITeS/ Reference ID: SSC/Q2211**

On the recommendation of the Govt. vide L/No EDN-SPM & NIU-A (1) 01/2018 Dated 04<sup>th</sup> July 2018 Graduate Add-On Program, CRM Domestic Non-Voice Sector IT-ITeS with reference ID: SSC/Q2211 has been started in Swami Vivekanand Govt. College Ghumarwin Distt. Bilaspur (HP) w.e.f. October 2018. The main objective of this Graduate Add-On program is to improve the employment potential of the students with systematic training, certificate of competency and placement assistance. The total duration of this Add-On course is 400 (Four Hundred) hours. In 2018-19 58 students were enrolled in this Graduate Add-On program and 55 have passed the examination.

Students who have passed the above mentioned Graduate Add-On program can be placed as customer service associates, customer service representative, and customer care executive in call centers.

  
**Nodal Officer**

  
**Principal**  
**Principal**  
**S.V. Govt. Degree College**  
**Ghumarwin, Distt. Bilaspur (H.P.)**



# Model Curriculum

## CRM Domestic Non-Voice

SECTOR: IT-ITeS  
SUB-SECTOR: BUSINESS PROCESS MANAGEMENT  
OCCUPATION: CUSTOMER RELATIONSHIP MANAGEMENT  
REFERENCE ID: SSC/Q2211, V1.0  
NSQF LEVEL: 4



IT - ITes SSC  
NASSCOM



Skill India  
शिक्षण और गुणवत्ता



IT - ITes SSC  
NASSCOM



N-S-D-C  
National  
Skill Development  
Corporation  
Transforming the skill landscape

## 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: March 31, 2018

Valid Upto: March 31, 2019

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

Authorised Signatory  
(IT-ITes Sector Skills Council NASSCOM)

## TABLE OF CONTENTS

1. Curriculum	01
2. Trainer Prerequisites	04
3. Assessment Criteria	05





# 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.

Program Name	CRM Domestic Non-Voice		
Qualification Pack Name & Reference ID.	SSC/Q2211, Version 1.0		
Version No.	1.0	Version Update Date	31/12/2015
Pre-requisites to Training	10 <sup>th</sup> Standard		
Training Outcomes	<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 3 of 3 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	<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 concern for any difficulties caused and commit 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>	<ul style="list-style-type: none"> <li>Telephone, voice recorder, IVR and software / document formats for recording call / interactions.</li> <li>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.</li> <li>Comfortable seats with adequate lighting, controlled temperature and acoustics for training and learning.</li> </ul>
2	Manage work to meet requirements  Theory Duration (hh:mm) 30:00  Practical Duration (hh:mm) 70:00  Corresponding NOS Code SSC/N9001	<ul style="list-style-type: none"> <li>Establish and agree to 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>	<ul style="list-style-type: none"> <li>Comfortable seats with adequate lighting, controlled temperature and acoustics.</li> <li>Reading Resources: Access to relevant sample documents and learning forums to enable self-study before and after each training session.</li> <li>White Board, Markers and Eraser.</li> </ul>
3	Maintain a healthy, safe and secure working environment  Theory Duration (hh:mm) 10:00  Practical Duration	<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</li> </ul>	<ul style="list-style-type: none"> <li>Whiteboard and Markers.</li> <li>LCD Projector and Laptop for presentations.</li> <li>The training organization's current health, safety and security policies and procedures.</li> <li>A sample health and safety policy document.</li> </ul>





Sr. No.	Module	Key Learning Outcomes	Equipment Required
	(hh:mm) 38:00  Corresponding NOS Code SSC/N9003	<ul style="list-style-type: none"> <li>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>	
<b>Total Duration:</b>  <b>Theory Duration</b> 100:00  <b>Practical Duration</b> 300:00		<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.  <b>NOS SSC/N3021 requirements:</b> <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> <b>Common requirements</b> <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> <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: 400 Hours, 0 Minutes

(This syllabus/ curriculum has been approved by SSC: IT-ITeS Sector Skills Council NASSCOM)



## Trainer Prerequisites for Job role: "CRM Domestic Non-Voice" mapped to Qualification Pack: "SSC/Q2211, Version 1.0"

Sr. No.	Area	Details
1	Job Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack " <u>SSC/Q2211, Version 1.0</u> ".
2	Personal Attributes	<p>Aptitude for conducting training, and pre/ post work to ensure competent, employable candidates at the end of the training.</p> <p>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.</p>
3	Minimum Educational Qualifications	Minimum 10 <sup>th</sup> Standard; Preferred Master's degree in any discipline
4a	Domain Certification	Certified for Job Role "CRM Domestic Non-Voice" mapped to QP " <u>SSC/Q2211, Version 1.0</u> ". Minimum accepted score is 80% as per SSC guidelines.
4b	Platform Certification	<p>2 years of work/training experience with respect to QP/Occupation. Additional certification in customer orientation, dealing with difficult customers, written communication etc. will be an added advantage.</p> <p>Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "<u>MEP/Q0102</u>". Minimum accepted score for the trainer is 80% as per SSC guidelines.</p>
5	Experience	<p>Field experience: Minimum 2 years' experience in the same domain</p> <p>Training experience: 1 year preferred</p>



## Assessment Criteria

### Assessment Criteria

Job Role

Qualification Pack

Sector Skill Council

CRM Domestic Non-Voice

SSC/Q2211, V1.0

IT-ITes

### Sr. Guidelines for Assessment No.

- 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 [www.sscnasscom.com](http://www.sscnasscom.com).

Assessment Outcome	Assessment Criteria for Outcomes	Total Marks	Out Of	Marks Allocation	
				Theory	Skills Practical
1.SSC/N3021 (Deal remotely with customer queries - Domestic)	PC1. Greet customers and verify their details, following your organization's procedures.	120	12.5	2.5	10
	PC2. Read carefully, summarize, and obtain customer 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



		Total	120	20	100
<b>2.SSC/N9001</b> (Manage your work to meet requirements)	PC1. Establish and agree your work requirements with appropriate people.				
			10	5	5
	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.	40	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</b> (Maintain a healthy, safe and secure working environment)	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.	40	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>