

Model Curriculum

QP Name: IT Sales Telecaller- Voice & Non- Voice

QP Code: SSC/Q2216

QP Version: 1.0

NSQF Level: 3

Model Curriculum Version: 1.0

IT-ITeS Sector Skills Council NASSCOM | Plot No – 7,8,9 & 10, Sector 126, Noida, UP.
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Training Parameters

Sector	IT-ITeS
Sub-Sector	Business Process Management
Occupation	Customer Relationship Management
Country	India
NSQF Level	3
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5244.0102
Minimum Educational Qualification and Experience	12th grade pass OR 10th Grade Pass with 2 years of relevant experience* OR NSQF Level 2 with 3-year relevant experience* *Relevant Experience: Computer Operation with typing speed of 40wpm
Pre-Requisite License or Training	NA
Minimum Job Entry Age	15 Years
Last Reviewed On	19-01-2023
Next Review Date	19-07-2023
NSQC Approval Date	19-01-2023
QP Version	1.0
Model Curriculum Creation Date	19-01-2023
Model Curriculum Valid Up to Date	19-07-2023
Model Curriculum Version	1.0
Minimum Duration of the Course	210 hours
Maximum Duration of the Course	210 hours

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Examine the use of a dialer to make/receive calls.
- List different software needed for query management and tracking, recording customer queries/ complaints.
- Examine the process of using customer greetings standards to verify details.
- Design suitable answers to customer queries and objections to up-sell and cross sell based on the initial query.
- Extract customer database from the customer relationship management (CRM) system.
- Estimate a suitable timeline for completing a customer request and inform the customer about the same.
- Identify the difference in response based on the initiation type of the query.
- Demonstrate effective communication and collaboration with colleagues.
- Apply measures to maintain standards of health and safety at the workplace.
- Use different approaches to effectively manage and share data and information.
- Develop strong relationships at the workplace through effective communication and conflict management.
- Identify best practices to maintain an inclusive, environmentally sustainable workplace.

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration (In Hours)	Practical Duration (In Hours)	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration (In Hours)
SSC/N3001 Convert customer enquiries into sales NOS Version No. 2 NSQF Level 4	**36:00**	**54:00**	**00:00**	**00:00**	**90:00**
Module 1: Convert customer enquiries into Sales	18:00	33:00	00:00	00:00	51:00
Module 2: Customer base for managing sales	18:00	21:00	00:00	00:00	39:00
Employability Skills (120 Hours) NOS DGT/VSQ/N0104	**48:00**	**72:00**	**00:00**	**00:00**	**120:00**
Module 3: Introduction to Employability Skills	01:30	01:30	00:00	00:00	03:00

Module 4: Constitutional values – Citizenship	01:00	02:00	00:00	00:00	03:00
Module 5: Becoming a Professional in the 21st Century	02:00	03:00	00:00	00:00	05:00
Module 6: Basic English Skills	08:00	12:00	00:00	00:00	20:00
Module 7: Career Development & Goal Setting	01:30	02:30	00:00	00:00	04:00
Module 8: Communication Skills	04:00	06:00	00:00	00:00	10:00
Module 9: Diversity & Inclusion	02:00	03:00	00:00	00:00	05:00
Module 10: Financial and Legal Literacy	04:00	06:00	00:00	00:00	10:00
Module 11: Essential Digital Skills	08:00	12:00	00:00	00:00	20:00
Module 12: Entrepreneurship	06:00	09:00	00:00	00:00	15:00
Module 13: Customer Service	04:00	06:00	00:00	00:00	10:00
Module 14: Getting ready for apprenticeship & Jobs	06:00	09:00	00:00	00:00	15:00
Total Duration	**84:00**	**126:00**	**00:00**	**00:00**	**210:00**

Module Details

Module 1: Convert Customer Enquiries into Sales

Mapped to SSC/N3001, V2.0

Terminal Outcomes:

- Summarize customer wishes and needs in order to close sales.
- Design suitable answers as per customer queries and objections.

Duration: *18:00(In Hours)*	**Duration:** *33:00(In Hours)*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Identify relevant standards, policies, procedures when converting customer enquiries into sales. • List typical issues that may occur due to incomplete sales, customer data mismatch, incomplete script, etc.	• Examine the process to sort suitable products/ services according to customer needs. • Examine the proper use and purpose of different questioning techniques as required, including open ended, close ended, typical details, etc. • Analyse the suitability of using up-sell and cross-sell techniques of other products/ services to customers. • Develop strategies to obtain confirmation from customer and capture data for completion of sale.
Classroom Aids:	
Whiteboard and Markers Chart paper and sketch pens LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following: PCs/Laptops Internet with Wi-Fi (Min 2 Mbps Dedicated) Microphone / voice system for lecture and class activities Computer Lab with 1:1 PC: trainee ratio and having internet connection, MS Office / Open office, Browser, Templates and filled sample documents for project charter, requirements specifications CRM application, such as Siebel, Zoho, Social networking tool / LMS tool to enable blog posts or discussion board, Instant messenger, chat, and email tools to enable mock exercises	

Module 2: Customer Base for Managing Sales

Mapped to SSC/N3001, V2.0

Terminal Outcomes:

- Discuss the nature and scope of up-sell and cross sell based on the initial query.
- Examine methods to handle premium types of customers.

Duration: *18:00(In Hours)*	**Duration:** *21:00(In Hours)*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Identify the types of customers that associates generally deal with. • Identify how to offer up-sell and cross sell to a customer based on the nature of the issue.	• Practice methods to handle existing customers making inbound telephone calls or prospective customers making inbound telephone calls. • Categorize between inbound customers and outbound customers and their approach for accepting calls.
Classroom Aids:	
Whiteboard and Markers Chart paper and sketch pens LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements:	
Labs equipped with the following: PCs/Laptops Internet with Wi-Fi (Min 2 Mbps Dedicated) Microphone / voice system for lecture and class activities Computer Lab with 1:1 PC: trainee ratio and having internet connection, MS Office / Open office, Browser, Templates and filled sample documents for project charter, requirements specifications CRM application, such as Siebel, Zoho, Social networking tool / LMS tool to enable blog posts or discussion board, Instant messenger, chat, and email tools to enable mock exercises	

Module 3: Introduction to Employability Skills

Mapped to NOS DGT/VSQ/N0102 (Version No. 1)

Key Learning Outcomes:

- Outline the importance of Employability Skills for the current job market and future of work.
- List different learning and employability related GOI and private portals and their usage
- Research and prepare a note on different industries, trends, required skills and the available opportunities.

Duration:3 Hours (1.5 Theory + 1.5 Practical)

Module 4: Constitutional values - Citizenship

Mapped to NOS DGT/VSQ/N0102 (Version No. 1)

Key Learning Outcomes:

- Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. that are required to be followed to become a responsible citizen
- Discuss the role of personal values and ethics such as honesty, integrity, caring and respecting others, etc. in personal and social development.
- Identify and practice different environmentally sustainable practices.

Duration:3 Hours (1 Theory + 2 Practical)

Module 5: Becoming a Professional in the 21st Century

Mapped to NOS DGT/VSQ/N0102 (Version No. 1)

Key Learning Outcomes:

- Discuss relevant 21st century skills required for employment.
- Highlight the importance of practicing 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life
- Create a pathway for adopting a continuous learning mindset for personal and professional development.

Duration:5 Hours (2 Theory + 3 Practical)

Module 6: Basic English Skills

Mapped to NOS DGT/VSQ/N0102 (Version No. 1)

Key Learning Outcomes:

- Use appropriate grammar and sentences while interacting with others.
- Read English text with appropriate articulation.
- Role play a situation on how to talk appropriately to a customer in English, over the phone or in person.
- Write a brief note/paragraph / letter/e -mail using correct English.

Duration: 20 Hours (8 Theory + 12 Practical)

Module 7: Career Development and Goal Setting

Mapped to NOS DGT/VSQ/N0102 (Version No. 1)

Key Learning Outcomes:

- Create a career development plan.
- Identify well-defined short- and long-term goals**.**

Duration:4 Hours (1.5 Theory + 2.5 Practical)

Module 8: Communication skills

Mapped to NOS DGT/VSQ/N0102 (Version No. 1)

Key Learning Outcomes:

- Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
- Write a brief note/paragraph on a familiar topic.
- Explain the importance of communication etiquette including active listening for effective communication.
- Role play a situation on how to work collaboratively with others in a team

Duration:10 Hours (4 Theory + 6 Practical)

Module 9: Diversity and Inclusion

Mapped to NOS DGT/VSQ/N0102 (Version No. 1)

Key Learning Outcomes:

- Exhibit how to behave, communicate, and conduct oneself appropriately with all genders and PwD.
- Discuss the POSH Act and its significance.

Duration:5 Hours (2 Theory + 3 Practical)

Module 10: Financial and Digital Literacy

Mapped to NOS DGT/VSQ/N0102 (Version No. 1)

Key Learning Outcomes:

- Discuss various financial institutions, products, and services.
- Demonstrate how to conduct offline and online financial transactions, safely and securely and check passbook/statement.
- Explain the common components of salary such as Basic, PF, Allowances (HRA, TA, DA, etc.), tax deductions.
- Calculate income and expenditure for budgeting.
- Discuss the legal rights, laws, and aids.

Duration:10 Hours (4 Theory + 6 Practical)

Module 11: Essential Digital Skills

Mapped to NOS DGT/VSQ/N0102 (Version No. 1)

Key Learning Outcomes:

- Describe the role of digital technology in day-to-day life and the workplace.
- Demonstrate how to operate digital devices and use the associated applications and features, safely and securely.
- Demonstrate how to connect devices securely to the internet using different means.
- Follow the dos and don'ts of cyber security to protect against cybercrimes.
- Discuss the significance of displaying responsible online behavior while using various social media platforms.
- Create an e-mail id and follow e- mail etiquette to exchange e -mails.
- Show how to create documents, spreadsheets and presentations using appropriate applications.
- Utilize virtual collaboration tools to work effectively.

Duration:20 Hours (8 Theory + 12 Practical)

Module 12: Entrepreneurship

Mapped to NOS DGT/VSQ/N0102 (Version No. 1)

Key Learning Outcomes:

- Describe the types of entrepreneurship and enterprises.
- Discuss the process of identifying opportunities for potential business and relevant regulatory and statutory requirements.
- Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement.
- Create a sample business plan, for the selected business opportunity.
- Discuss various sources of funding and identify associated financial and legal risks with its mitigation plan.

Duration:15 Hours (6 Theory + 9 Practical)

Module 13: Customer Service

Mapped to NOS DGT/VSQ/N0102 (Version No. 1)

Key Learning Outcomes:

- Describe different types of customers.
- Role plays a situation on how to identify customer needs and respond to them in a professional manner.
- Explain various tools used to collect customer feedback.
- Discuss the significance of maintaining hygiene and dressing appropriately.

Duration:10 Hours (4 Theory + 6 Practical)

Module 14: Getting Ready for Apprenticeship and Jobs

Mapped to NOS DGT/VSQ/N0102 (Version No. 1)

Key Learning Outcomes:

- Draft a professional Curriculum Vitae (CV).
- Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively.
- Demonstrate how to apply to identified job openings using offline /online methods as per requirement.
- Discuss how to prepare for an interview.
- Role plays a mock interview.
- List the steps for searching and registering for apprenticeship opportunities.

Duration:15 Hours (6 Theory + 9 Practical)

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	**Specialization**	**Relevant Industry Experience**		**Training Experience**		**Remarks**
		Years	***Specialization***	***Years***	***Specialization***	
Graduate degree/ diploma in any discipline	NA	Minimum 2 years' experience in the business process management domain.		1 year preferred	Minimum 2 years' experience in the customer relationship management industry.	Additional certification in customer orientation, dealing with difficult customers, Telephone etiquettes, voice & accent, basic computer skills, cross-culture, etc.

Trainer Certification	
Domain Certification	**Platform Certification**
Minimum accepted score in SSC Assessment is 80% per NOS being taught in "SSC/Q2202, V 2.0"	Recommended that the trainer is certified for the Job role "Trainer" mapped to the Qualification Pack "MEP/Q2601". Minimum accepted score is 80% aggregate

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	**Specialization**	**Relevant Industry Experience**		**Training/Assessment Experience**		**Remarks**
		Years	***Specialization***	***Years***	***Specialization***	
Graduate in any discipline		2	Experience that involves client interaction	1-2	Experience that involves client interaction	

Assessor Certification	
Domain Certification	**Platform Certification**
Not Applicable	

Assessment Strategy

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the learner on the required competencies of the program.

Assessment System Overview

A uniform assessment of job candidates as per industry standards facilitates progress of the industry by filtering employable individuals while simultaneously providing candidates with an analysis of personal strengths and weaknesses.

Assessment Criteria

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 the proportion of marks for Theory and Skills Practical for each PC.

The assessment for the theory part will be based on a knowledge bank of questions created by the SSC. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

Guidelines for Assessment			
Testing Environment	**Tasks and Functions**	**Productivity**	**Teamwork**
• Carry out assessments under realistic work pressures that are found in the normal industry workplace (or simulated workplace). • Ensure that the range of materials, equipment and tools that learners use are current and of the type routinely found in the normal industry workplace (or simulated workplace) environments.	• Assess that all tasks and functions are completed in a way, and to a timescale, that is acceptable in the normal industry workplace. • Assign workplace (or simulated workplace) responsibilities that enable learners to meet the requirements of the NOS.	• Productivity levels must be checked to ensure that it reflects those that are found in the work situation being replicated.	• Provide situations that allow learners to interact with the range of personnel and contractors found in the normal industry workplace (or simulated workplace).

Assessment Quality Assurance framework

NASSCOM provides two assessment frameworks NAC and NAC-Tech.

NAC (NASSCOM Assessment of Competence)

NAC follows a test matrix to assess Speaking & Listening, Analytical, Quantitative, Writing, and Keyboard skills of candidates appearing for assessment.

NAC-Tech

NAC-Tech test matrix includes assessment of Communication, Reading, Analytical, Logical Reasoning, Work Management, Computer Fundamentals, Operating Systems, RDBMS, SDLC, Algorithms & Programming Fundamentals, and System Architecture skills.

Methods of Validation

To pass a QF, a trainee should score a minimum aggregate of 70% across qualification. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Method of assessment documentation and access

The assessment agency will upload the result of assessment in the portal. The data will not be accessible for change by the assessment agency after the upload. The assessment data will be validated by SSC assessment team. After upload, only SSC can access this data.

References

Glossary

Term	Description
Key Learning Outcome	Key learning outcome is the statement of what the learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcomes is specified in terms of knowledge, understanding (theory) and skills (practical application).
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training**.**
Terminal Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module**.** A set of terminal outcomes help to achieve the training outcome.
National Occupational Standards	National Occupational Standard specify the standard of performance an individual must achieve when carrying out a function in the workplace.
Persons with Disability	Persons with Disability are those who have long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on equal basis with others.
Integrated Development Environment	An integrated development environment is a software application that provides comprehensive facilities to computer programmers for software development.

Acronyms and Abbreviations

Term	Description
QP	Qualification Pack
NSQF	National Skill Qualification Framework
NSQC	National Skill Qualification Committee
NOS	National Occupational Standards
SSC	Skill Sectors Council
NASSCOM	National Association of Software & Service Companies
PWD	Persons with Disability
IDE	Integrated Development Environment