



# Participant Handbook

Sector  
**IT-ITeS**

Sub-Sector  
**Business Process Management**

Occupation  
**Customer Relationship Management**

Reference ID: **SSC/Q2210, Version 1.0**  
**NSQF Level 4**



**CRM Domestic Voice**





IT - ITeS SSC  
**NASSCOM**

# 1. Introduction

Unit 1.1 – Information technology (IT)

Unit 1.2 – Introduction to the Training Program



## Key Learning Outcomes



**At the end of this unit, you will be able to:**

1. Explain the importance of it-ites sector.
2. Discuss what a bpo is.
3. Explain the need for outsourcing.
4. List some of the outsourced functions.
5. List trends in the bpo industry.
6. Differentiate between domestic and international bpo sectors.
7. Distinguish between voice process and non-voice process.
8. Interpret the meanings of the terms inbound and outbound calls, kpo, hro, lpo.
9. Examine the work environment in a typical bpo.
10. Explain the purpose of the training program.
11. Recognise the roles and responsibilities of a crm domestic voice.

## UNIT 1.1: Information Technology (IT)

### Unit Objectives

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8. Interpret the meanings of the terms inbound and outbound calls, kpo, hro, lpo.
9. Examine the work environment in a typical bpo.

### 1.1.1 Introduction to IT-ITeS Sector

**Information technology (IT)** is the application of computers and telecommunications equipment to store, retrieve, transmit or analyse data, often in the context of a business or other enterprise. The term is commonly used as a synonym for computers and computer networks, but it also encompasses other information distribution technologies such as television and telephones.

Today, a country's IT potential is paramount for its March towards global competitiveness, healthy gross domestic product (GDP) and meeting up energy and environmental challenges.

India is one of the fastest-growing IT services markets in the world. It is also the world's largest out sourcing destination. The country's cost competitiveness in providing IT services continues to be its USP in the global sourcing market.

India has the potential to build a US\$ 100 billion software product industry by 2025, according to Indian Software Product Industry Round Table (ISPIRT).

#### **Why is the IT sector growing?**

- Rapid industrialization
- Partial privatization of telecommunication
- Growth of IT parks in the country
- Development of SEZ; which also help IT companies get tax benefits
- A large number of resources readily available in the country
- Low operating costs
- Tax breaks and cooperative policies offered by the government

**Major companies in India**

1. Tata Consultancy Services	2. Infosys
3. Wipro	4. Tech Mahindra
5. HCL Technologies	6. Mphasis
7. Oracle Financial Services	8. Mindtree
9. Polaris Technology	10. Rolta India

**The IT industry can be broadly classified into three sectors:**

- Software
- IT Services
- IT Enabled Services (ITeS) - BPO and Call Centers

## 1.1.2 ITeS (Information Technology enabled Services)

**Introduction to ITeS Industry**

The CRM Non-Voice is a part of the ITeS sector. This sector aims at communicating with the customers to address his/her queries, requests and complaints or also to introduce company’s products and services to him. These interactions are also used to market and sell the ITeS products and the service. The Indian IT Enabled Services industry represents one of the most successful industries showing consistent rapid growth over the past few years.

**ITeS (Information Technology Enabled Services)**

Information Technology Enabled Services (ITeS), is a form of outsourced service which has emerged due to involvement of IT in various fields such as telecommunication, banking, finance, telecom, insurance, travel among others. Some of the examples of ITeS are Chat based interactions, medical transcription, back-office accounting, insurance claim and credit card processing.

The Indian IT and Information Technology Enabled Services (ITeS) sectors go hand-in-hand in every aspect. The industry has not only transformed India’s image on the global platform, but also fuelled economic growth by energising the higher education sector (especially in engineering and computer science). These industries employ over 10 million Indians and, hence, have contributed significantly to economic growth and social transformation in our country.

**About ITeS in India**

- Call Centres provide customer interaction and communication services
- Back office operations of various large Companies are done in BPOs, eg. British Airways has its reservation system running out of India.
- Most of the top international banks channel their data- churning needs to their units in India.
- ITeS sector includes services ranging from
  - Call Centres
  - Claims processing, eg. Insurance
  - Office operations such as accounting, data processing, data mining
  - Billing and collection, eg. Telephone bills
  - Internal audit and pay roll, eg. Salary bills on monthly basis
  - Cash and investment management, eg.
  - Routine jobs given to a third party and giving importance to core business.

### Employment Trends

The IT and ITES sector has generated large employment in the past and continues to generate large number of jobs every year. With online shopping, social media and cloud computing flourishing more than ever before, there is great demand for IT professionals in e-Commerce and Business to Consumer firms. With the immense opportunities that this sector has to offer, a large number of Indian and MNCs are investing in expanding and setting up IT and ITES businesses in India.

### Major companies in India

1. HCL Technologies
2. Cognizant Technology Solutions
3. Tata Consultancy Services
4. Accenture
5. Capgemini
6. Amazon
7. Deloitte Consultancy
8. Microsoft Corporation
9. Wipro Technologies

## 1.1.3 What is Outsourcing

These days most weddings are a big fanfare. Arrangements have to make for the venue, the menu, and the decorations and so on and so forth. Besides, the guests too must be attended to. To do all this all by you, would be a mammoth task! It would be best to sub contract such routine jobs to experts and do only those that are critical and need your attention. Outsourcing is nothing but sub-contracting work to experts.

To understand "outsourcing" better, let us read the story of two young friends, Amar and Shirish who got married about the same time.

Amar tried to do all the wedding arrangements himself. In the process, there was great chaos on the day of the wedding. The kitchen ran out of food, the fans stopped working. The workers ran to Amar for every little thing! Amar was busy attending to them while the unhappy guests started to leave. Finally the bride too left! Shirish, on the other hand, chose to outsource all the routine jobs, so that he could concentrate on his wedding and attend to his guests. His wedding was a happy and memorable affair.

This is exactly what wise companies with a large client base do. They sub-contract some jobs to other parties.

- The jobs that are subcontracted are the day-to-day jobs such as
- Handling customers questions or complaints 24 x 7
- Preparing the salaries for their employees
- Telemarketing their products
- Collecting money for them
- Sending out bills and other processes that support their main business

These jobs are taken up by BPOs, while the main work or production, management of the business or branding remains with the company.

- This helps companies
- Save time
- Reduce cost of resources
- Increase efficiency

To a company, this would be the business of making profits and growing.

### 1.1.4 What is BPO

BPO or Business Process Outsourcing is a contract between two parties, where one party asks the other to manage and run some of its business processes.

Now take a look at this: B P O

B- Business here refers to business houses or corporates

P- Process refers to the jobs

O- outsourcing is sub-contracting processes to third parties

### 1.1.5 Tour of a BPO

You have seen what some of the typical services offered by a BPO are. Let us take a quick tour of the place that you will soon be working in.

**The reception:** It is generally small in BPOs, as it does not have to entertain walk-in customers.

**Shop floor:** This is the area where actual work in a BPO takes place.

**CSRs:** The majority of people who work in a BPO are young. They take calls, make calls and process data. They are called 'Customer Service Associates' or 'Customer Service Representatives' or CSRs. They have their own work stations i.e. their own seats of work and computer systems.

In a BPO, you have **voice and non-voice processes**. If you are in the voice process, it means that you will have to talk over the phone, either take or make calls. Depending on your skill sets, you will join one of these two processes.

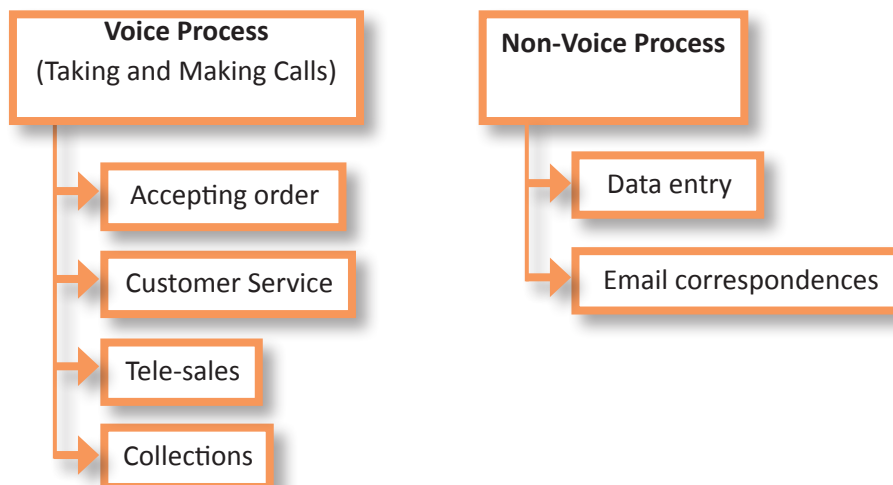


Fig.1.1.1. Tour of a BPO



## 1.1.6 Trends in the BPO Industry

Domestic BPO, as the name suggests services 'domestic' clients who are the local customers of the same country. For example, a domestic BPO in India would service Indian customers.

Most of us these days have a mobile connection. When we call up a telecom company, our call actually goes to a Customer Service Representative (CSR) in a BPO of the telecom company locally in our country.

You may have also heard about '24X7 helpline' or 'call us at toll free number 44007777'. These are domestic BPOs waiting to service us here in India.

Domestic BPO involves:

1. Servicing domestic customers
2. Servicing local companies and brands
3. Providing after sales services, customer care support and other data entry operations for local companies
4. Servicing customers of a foreign company that has established operations in India but serves local customers, For example, Samsung which is a foreign company manufacturing electronic goods now has a lot of Indian clients. Servicing the needs of these Indian clients 24x7 from India makes Samsung a Domestic BPO.

The Domestic BPO industry has grown at a rate of 30% in the last five years. Today India is ranked number 1 in the global BPO market. There are more than 500 companies offering BPO services in India. The rate at which the BPO industry is growing, it needs a large number of trained and well groomed employees. It can provide employment opportunities to a talented pool of people in smaller cities and towns. It will also discourage migration, as it gives an opportunity to individuals to work in their hometowns.

Some of the major companies are:

1. WNS Group
2. Wipro
3. Daksh e-services
4. VCustomer
5. ICICI Onesource
6. 24/7 customers
7. EXL
8. Convergys
9. HCL Technologies

As a CSR you also need to stay up-to-date with the prevalent market trends and practices in sales and customer service. Marketers have seen the customer service process evolve from an area that received only marginal attention into a primary functional area. In response to customers' demands for responsive and reliable service, companies are investing heavily in innovative methods and processes to strengthen their service level. Let's go through these prevailing practices in the BPO/Call center segment.

### Real-Time To Right Time

The focus of customer service, particularly in social media, moves from real-time to right time. While tools and process will continue to deliver efficiency and value, the challenges of scale will be difficult for most businesses and organizations.

The key then becomes communication and managing expectations. Successful customer service organizations will be those that set, communicate and meet expectations rather than letting their customers set the expectations for them.

### **Customer Service as A Marketing Opportunity**

We will see a focus on integrating customer service data into overall market research and customer experience. It's not about Big Data, but correlating data that helps to give us a better view of the customer. Customer service activity, community forums and knowledge bases will be moved out of the back rooms to be a more integral piece of the puzzle. The edge will go to the companies that can effectively mine their data and find value, whether it's in an improved customer experience or as a feedback loop to product development and marketing strategy.

### **Multichannel to Customer-centric**

There was a time when it was enough to have a toll-free phone number as a single channel for customer service. The focus will now be on the evolution of the integrated multi-channel customer service experience. That's a complicated way of saying customer service organizations will need to more strongly consider the customer view. A customer may initiate an interaction on social media but expect a unified, integrated experience as the conversation moves through email, web, voice and any other channels.

### **Mobile Apps Will Have Support Buttons**

Customers are less likely to go to channels for support and more likely to expect support to come to them. For mobile apps, having a support button inside will be table stakes. And hardware device vendors will start to incorporate a support button in their devices. Amazon set the bar by putting a "mayday" button in Kindle Fire.

### **Gamification And Beyond**

A big part of the customer service experience is the interaction between customers and customer service agents. As much as customer service organizations focus on the "customer experience" they will focus inwardly on the "agent experience." Customer service organizations will increase adoption of gamification and other techniques to improve agent morale.

### **Motivating Customer Support Agents**

Whether your business is B2B or B2C, in the end customer service often boils down to P2P — Person-to-Person. There will be an increased focus on the productivity and effectiveness of customer support agents — looking to reduce the friction at the point of contact. Happy, motivated customer service agents provide better support and a better customer experience.

### **Focus on Self-service**

One major trend in customer service is the move by companies to encourage customers to be involved in helping solve their own service issues. This can be seen in retail industries where self-service ranges from customers placing their own grocery products in shopping bags all the way to having customers do their own checkout including scanning products and making payment. Also, as we will soon discuss, customers needing information are being encouraged by companies to first undertake the effort themselves often by visiting special company-provided information areas (see Website and Phone Accessible Knowledge Base below). Only after they have explored these options are customers encouraged to contact customer service.

**Selling More:**

Companies that maintain a customer service staff have found that these people not only can help solve customer problems but they may also be in a position to convince customers to purchase more. Many companies are now requiring sales training for their customer service personnel. At a basic level customer service representatives may be trained to ask if customers are interested in hearing about other products or services. If a customer shows interest then the representative will transfer the customer to a sales associate.

At a more advanced level the representative will shift to a selling role and attempt to get the customer to commit to additional product purchase

**Technologies: Online Chat**

As we will see throughout the Principles of Marketing Tutorials, technological innovation has significantly impacted all areas of marketing. Within customer service, improvements in computer hardware and software, as well as rampant adoption of the Internet as a prime channel for connecting with customers, has led to numerous innovative methods to address customer needs.

For example, companies are finding value in using Internet chat as a way to address customer questions. Typically the chat feature is presented via a pop-up browser window that appears when a customer clicks on a website link, though newer technology using computer programming dubbed AJAX allows for chat to take place right on a webpage and not through pop-up windows. Whether presented as a separate window or contained within a regular webpage, online chat sessions are undertaken in real-time with customers and company service people exchanging text messages. More advanced chat technology called collaborative browsing or co-browsing allows customer service representatives to manipulate a customer's browser by sending webpages that contain relevant information. For instance, retailer Land's End "pushes" webpages to customers' browsers in response to requests for clothing. In this way the service person can offer suggestions and guidance by controlling what the customer is seeing on their screen.

**Technologies: RSS Feeds**

Another Internet technology that is rapidly gaining a place in customer service is called Really Simple Syndication (RSS). Made popular by its use in Internet blogs and now widely used on most popular websites, RSS allows a company to send out information quickly, and to a large number, with little manual effort compared to traditional methods. With RSS customers are able to subscribe to a company's RSS feed and anytime the company updates information that is connected to a RSS feed (e.g., website) a notice is instantly sent to all subscribers. Subscribers who have installed the proper software or have access to an online reader will see the information appear automatically. Customer service has found RSS to be useful for: communicating product updates; technical matters, such as product defects or recalls; and general company communication, such as notification of special promotions

**Technologies: Wireless Data Access**

Providing a high-level of customer services does not only occur when the customer initiates contact with an organization. Customer service takes place during any potential interaction including those that may be initiated by a company representative who is meeting face-to-face with a customer. For instance, an organization may send salespeople and other support personnel to a customer's location and their ability to address customer concerns is vital to maintaining strong customer service.

To ensure field people have the most up-to-date information, many companies now equip their field teams with portable devices that can access the Internet from virtually any location. This is accomplished through wireless Internet connections which allow the field person to access company computers and tap into customer data.

**Technologies: Text Messaging**

Once considered a play-toy for teenagers, text messaging is quickly being adopted as a tool for customer service. Many companies and organizations, including colleges and universities, now use text messaging as a means to communicate with their customers. For instance, colleges and universities have set up instant alert security systems where students can receive a text message in the case of on-campus emergency or weather-related problem.

**Technologies: Internet Telephone Support**

Despite the growth in the Internet as an outlet for addressing customer questions, many customers still prefer to discuss their situation with a live person through a telephone conversation. For this reason companies have moved to a technology called Voice over Internet Protocol (VoIP) rather than using the Plain Old Telephone Service or POTS. With VoIP, telephone calls are delivered over the Internet with multiple phones sharing the same connection. With more people using the same line the cost per call is reduced. While the audio quality of the call may not be as reliable as POTS technology, improvements over the last few years have narrowed the quality gap to the point where most customers cannot distinguish the difference.

**Technologies: Intelligent Call Routing**

Another innovation associated with telephone support deals with technologies that identify and filter incoming customer calls. One method is the use of software that attempts to identify the caller (usually based on the incoming phone number) and then automatically directs the call for proper servicing. For instance, an appliance manufacturer may be able to distinguish between those who have purchased a refrigerator and those who purchased microwave oven. But some marketers go a step further and can program their call routing system to distinguish "good" customers from others. This may result in these customers receiving preferential placement in the calling order or queue so that they will be serviced before lower rated customers who sequentially may have called before the "good" customer.

## 1.1.7 International BPO

An international BPO is one that services clients from different countries. Such BPO's service a whole range of multinational brands and foreign customers across culture, regions and geographical locations.

To work in an international BPO, you need a different set of skills. The work environment in an international BPO is different from that of a domestic BPO. Most international BPOs require their staff to work in shifts. Assume that you are working in an international BPO that serves American customers. As you know, when it is night in India it is day in America. In other words, India and America have different time zones. So, you have to work in the night shift to serve your American clients. The benefits of working in an international BPO far outnumber the disadvantages. Most international BPOs offer pick up and drop service for their staff and ensure their safety and comfort.

## 1.1.8 Difference between Domestic and International BPO

Now let us see how a domestic BPO differs from an international BPO in terms of the work environment, Clients.

Sr. No.		Domestic BPO	International BPO
1.	Skill sets needed	<p>You must</p> <ol style="list-style-type: none"> <li>Develop fluency in the local language</li> <li>Speak the local language with neutral accent</li> <li>Speak English fluently without Mother Tongue Influence (MTI)</li> <li>Speak with correct pronunciation, words and phrases in both local language and English</li> </ol>	<p>You must develop</p> <ol style="list-style-type: none"> <li>Excellent fluency in the English language</li> <li>Voice and accent modulation as spoken by people of the country you service</li> </ol>
2.	Work environment	<p>You must be ready to</p> <ol style="list-style-type: none"> <li>work as per the work standards and work culture of the BPO that you work for</li> <li>work in shifts as per the work pattern of your BPO</li> </ol>	<p>You must be ready to</p> <ol style="list-style-type: none"> <li>Work in shifts as different countries have different time zones</li> <li>Understand and work as per the work standards of the countries you are servicing</li> </ol>
3.	Clientele	<p>You must understand</p> <ol style="list-style-type: none"> <li>The needs of Indian customers in terms of their cultural backgrounds, language, mind sets and economic status</li> </ol>	<p>You must understand</p> <ol style="list-style-type: none"> <li>The country of the "foreign" customer</li> <li>The needs and behaviour of the customer</li> <li>The cultural sensibilities of the foreign customer</li> </ol>

Throughout this training programme, we shall focus on the skill sets needed to be able to find employment in a Domestic BPO.

## 1.1.9 Voice Process - Inbound and Outbound Calls

We will first look at the processes in a call centre. First, the voice process. In the voice process the Customer Service Representatives or CSRs have to speak over the phone. They either take calls from customers or make calls to customers. When a CSR takes calls, such calls are INBOUND calls or in other words, in bound calls are incoming calls. When a CSR makes calls, such calls are OUTBOUND calls or in other words, outbound calls are outgoing calls

## 1.1.10 Voice Process

In the voice process, there are four kinds of jobs that you can do:

- Accepting order
- Customer Service
- Telesales
- Credit and Collections

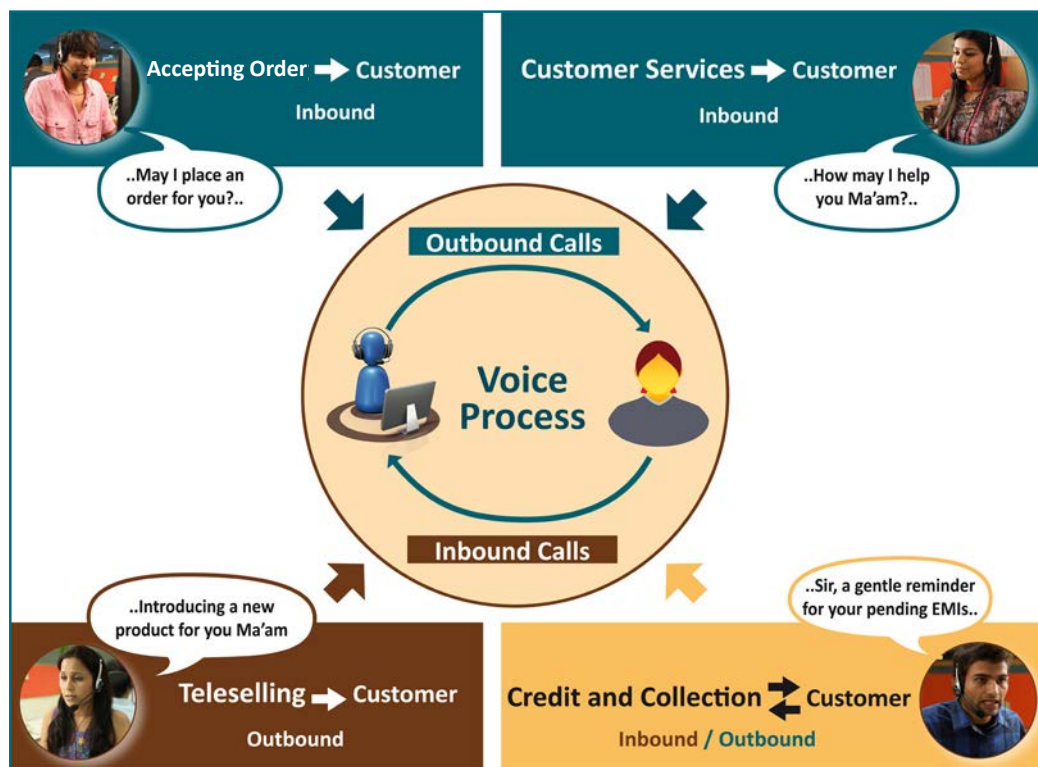


Fig.1.1.2. Voice process

### Accepting Order

This involves taking orders from customers. It could be for any product that the customer has seen through a mailer or any online promotion. Accepting order calls are inbound calls.

As a CSR in accepting order, you must do the following:

- Make sure that you listen carefully
- Type in the order request into your CRM software correctly

**Customer Service**

Customer Service is taking calls from customers. All these are inbound calls. Being in customer service. As a CSR in customer service, you may have to take up to 200 calls each day. This can be taxing, more so because most customer calls are complaint calls!

**Telesales**

In telesales, all calls are outbound. This job involves calling customers to make a sale over the phone.

**Credit and Collections**

In this division, the CSR calls the customers to recover pending payments. Sometimes customers too may call to check on their payment status. That makes the calls both inbound and outbound.

**Tips** 

- Remember you cannot afford to make typing mistakes. If you spell the name incorrectly it just goes into the database the way it was typed. Later, if the customer service department wants to retrieve the information, they will never find the name!

**1.1.11 Non-Voice Process**

Let us now take a look at another process, the non-voice process. The non-voice section does data entry work. Data entry could be of different kinds, from papers, books, and entries of business transaction such as sales, purchases or payroll, insurance claim forms and so on. Besides, the non-voice section also does email correspondences with customers.

**1.1.12 KPO, HRO, LPO**

BPO services set the standards for the future with the latest technology and services to enhance customer experience. It gives flexibility to build the career you want, change processes and service lines, learn new skills and move into new challenges.

There are other functions too that get outsourced.

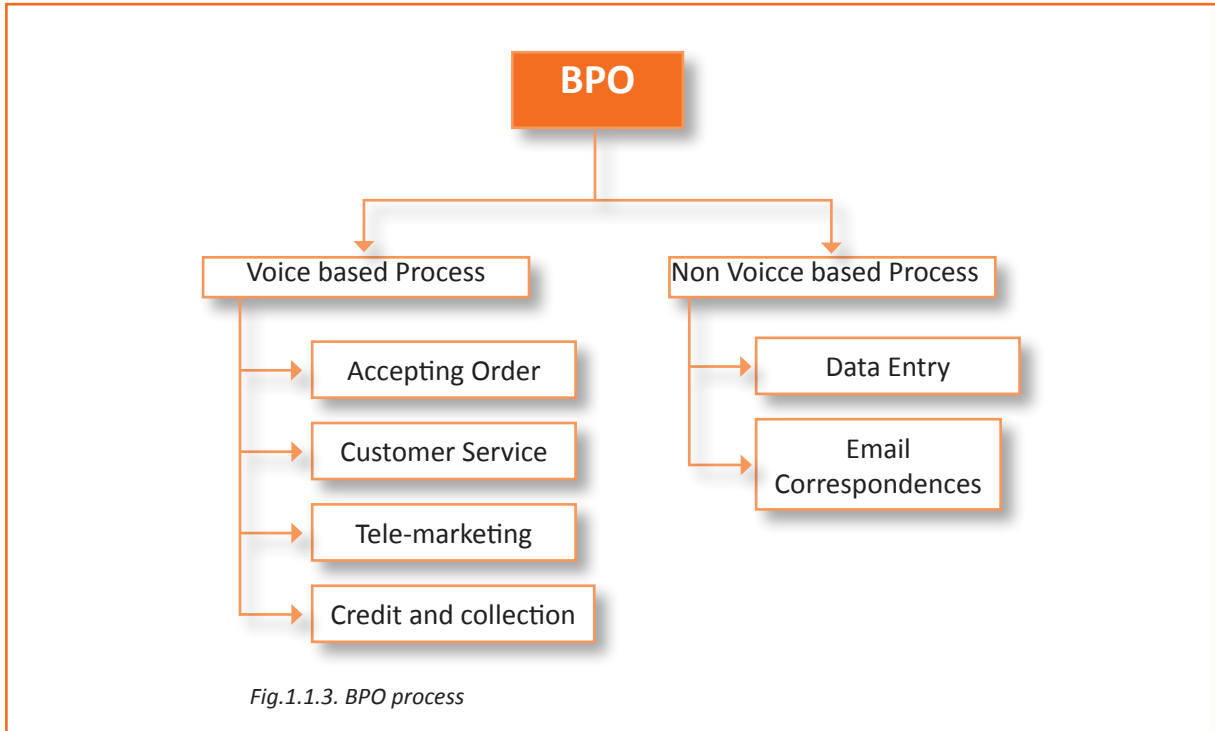
Knowledge Process Outsourcing (KPO) - Outsourcing of jobs that require knowledge, skill, expertise. The work in KPO involves processes like market research, survey analysis, data mining etc.

Human Resource Outsourcing (HRO) - Outsourcing specialized HR related activities. This segment of BPO involves work such as payroll, compensation and benefit administration, keeping data of employee records, health benefits etc.

Legal Process Outsourcing (LPO) - Outsourcing legal related activities. People who have studied law join LPO organizations

But remember, be it BPO, KPO, HRO or LPO, only the non-core jobs that get outsourced. The core jobs are always kept with the company.

Here is a summary of the classification of a BPO







**Skill India**  
कौशल भारत - कुशल भारत



सत्यमेव जयते  
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