

Participant Handbook

Sector
Telecom

Sub-Sector
Service Provider

Occupation
Customer Service

Reference ID: **TEL/Q0100, Version 1.0**
NSQF Level 4



**Customer Care Executive
(Call Centre)**



Shri Narendra Modi
Prime Minister of India

“ Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission. ”



Certificate

COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

TELECOM SECTOR SKILL COUNCIL

for

SKILLING CONTENT: PARTICIPANT HANDBOOK

Complying to National Occupational Standards of
Job Role/ Qualification Pack: 'Customer Care Executive (Call Centre)' QP No. 'TEL/Q0100 NSQF Level 4'

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The preparation of this handbook would not have been possible without the Telecom industry’s support. Industry feedback has been extremely encouraging, from inception to conclusion, and it is with their input that we have tried to bridge the skill gaps existing today in the industry.

This participant handbook is dedicated to the aspiring youth who desire to achieve special skills which will be a lifelong asset for their future endeavours.

About this Book

In the last five years, the growth of the Indian telecommunications sector has outpaced the overall economic growth. This sector is poised for strong growth of about 15 percent in the short term during 2013–17, driven by growth in organised retail, technological advancements, changing consumer preferences and government support. With over 1 billion subscribers, India is the second largest telecom market in the world.

The sector employs over 2.08 million employees as of 2013, and is slated to employ more than 4.16 million employees by 2022. This implies additional creation of 2.1 million jobs in the nine-year period.

This Participant Handbook is designed to impart theoretical and practical skill training to students for becoming a Customer Care Executive (Call Centre). Customer Care Executive (Call Centre) in the Telecom industry is also known as Customer Service Representative / Customer Service Associate / Customer Service Advisor / Customer Relationship Officers / Call Centre Executive.

Individuals at this job provide customer service support to an organization by interacting with their customers over the phone. They also handle, follow and resolve customer's queries, requests and complaints in a timely manner.

This Trainee Manual is based on Customer Care Executive (Call Centre) Qualification Pack (TEL/Q0100) & includes the following National Occupational Standards (NOSs):

1. Attend/Make customer calls - TEL/N0100
2. Resolving customer query, request, complaint - TEL/N0101
3. Develop customer relationship - TEL/N0102
4. Report and review - TEL/N0103
5. Proactive selling - TEL/N0104

The Key Learning Outcomes and the skills gained by the participant are defined in their respective units.

Post this training, the participant will be able to make & attend customer calls, provide resolution to customer queries & complaints, and hence will be able to develop customer relationship.

We hope that this Participant Manual will provide a sound learning support to our young friends to build an attractive career in the telecom industry.

Symbols Used



Key Learning
Outcomes



Steps



Notes



Unit
Objectives



Practical



Exercise

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1. Introduction



Unit 1.1 – Introduction

Unit 1.2 – Departments and Jobs in a Telecom Call Centre

Unit 1.3 – Help Desk and Customer Care Services



Key Learning Outcomes

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

1. State the objectives of the program
2. Describe the Telecom industry in India
3. Understand the concept of a call centre and help desk
4. Discuss the hierarchy in a call centre and the career progression of a Customer Care Executive (CCE) in a call centre
5. Understand the roles and responsibilities of a CCE
6. Explain the concept of customer service and its importance in the role of a CCE

UNIT 1.1: Introduction

Unit Objectives

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

1. Know the agenda and importance of the program
2. Get an overview of the Telecom industry in india
3. Understand the regulatory framework
4. Know the major players and their market share

1.1.1 Importance of the Program

This program will facilitate an overview of:

1. Telecom Call Centre
2. Behavioural, professional and technical skills required for performing your job effectively
3. How to attend/make voice calls to the customers
4. Handling, resolving and following-up for resolutions to customer queries in a timely manner
5. Developing a relationship with customers by resolving their concerns and building a rapport
6. Monitoring and managing self-performance through a report and review process

1.1.2 An Overview of the Telecom Industry

Telecom Industry at a Glance

- In today's world the telecom services are the most important tool for socio economic development.
- It is one of the prime support services needed for rapid growth and modernization of various sectors of the economy.

Telecom in India

- In recent years, the Indian telecom industry has witnessed phenomenal growth.
- A conducive business environment, favourable demographic outlook, and the political stability enjoyed by the country have contributed to the growth of the industry.
- India achieved the distinction of being among the world's lowest call rates, the fastest sale of mobile phones, the cheapest mobile handset, and most affordable colour phone.
- The Indian telecommunication sector has undergone significant policy reforms, beginning with the National Telecom Policy (NTP) 1994 which was subsequently re-emphasized and carried forward under NTP 1999.

1.1.3 Regulatory Authorities in the Telecom Industry

TRAI - Telephone Regulatory Authority of India

- Provide fair and transparent policies to service providers, so that there is a level playing field for the competition.
- Provide direction on tariff, interconnection and quality of service to all the service providers.
- To ensure that interests of the consumers are protected via fair trading.

COAI - Cellular Operators Association of India

- Facilitates the establishment of a world class cellular infrastructure and delivers the benefits of affordable mobile telephony services to the people of India.

TDSAT - Telecom Disputes Settlement and Appellate Tribunal

- It adjudicates any dispute with a view to protect the interests of service providers and customers of the telecom sector.

DoT - Department of Telecommunications

- It formulates developmental policies for the accelerated growth of telecommunication services.

TRAI Regulation on Call Centre

1. 121 - General information number - Chargeable Call
2. 198 - Consumer care number - Toll Free Number
3. Service Request - request made pertaining to the account for:
 - Change in plan
 - Activation/deactivation of VAS/ supplementary service/ special pack
 - Activation of service provided by the operator
 - Shifting/disconnection of service/billing details

1.1.4 Major Players in Telecom Industry

S.No.	Name of Company	Year of Establishment	Revenue Market Share as of 2015
1	Bharti Airtel	1985	30.44 %
2	Vodafone Essar	2007	23.19%
3	Idea Cellular	1995	18.19 %
4	Reliance Communications	1999	6.07%
5	Tata Teleservices	1996	7.41 %
6	BSNL/MTNL	2000	6.12/3.04%
7	Aircel	1999	7 %



Fig. 1.1.1.1 Logos of major Indian telecom companies

Exercise

Answer the following questions:

1. Which telecom company has the highest market share?

2. Which telecom company has the lowest market share among the top 7 companies?

3. Name top 5 telecom companies in India

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

4. Fill in the blank with the correct answer:

India has achieved the distinction of world's _____ call rates. (lowest/highest)

5. Write down the full form of the following Abbreviations:

- f) TRAI - _____
- g) DoT - _____

UNIT 1.2: Department and Jobs in a Telecom Call Centre

Unit Objectives

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

1. Understand the role of a CCE and the skills required for the same
2. Understand the departments and jobs in a Telecom Call Centre
3. Understand the hierarchy & career path of a CCE in the organization
4. Understand the concept of a Call Centre
5. Understand the function of a Help Desk

1.2.1 Job Role of a CCE-Call Centre

A customer care executive works as a bridging force between the customer and the organisation. He tries to meet the needs of the customer within the ambit of the management's policies and guidelines.

- To attend/make calls to the customer
- To provide information regarding products and services to the customer
- To handle and resolve customer's complaints/requests
- To capture/take notes of customer interaction in the Customer Relationship Management (CRM) tool/software.
- To monitor and manage key performance through reports
- To develop customer relationship

1.2.2 Departments in Telecom Call Centre

- Operation
- Administration & Facilities
- Human Resources
- Finance
- Training & Quality
- Information Technology (IT)
- Process Improvements/Excellence

1.2.3 Jobs Hierarchy in a Telecom Call Centre (Operation Dept.)

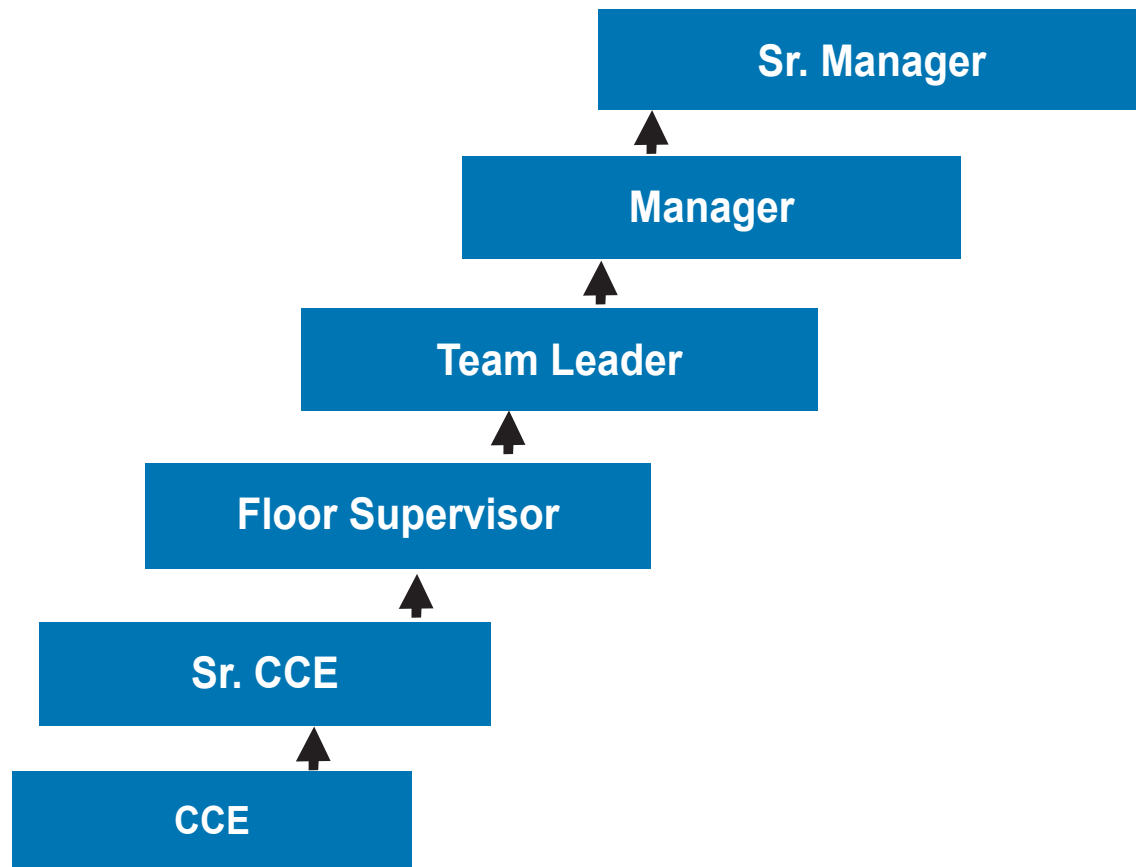


Fig. 1.2.1 Career ladder of a CCE

1.2.4 Call Centre

A company direct contact centre that handles services such as customer support, emergency response, telephone answering service, and outbound telemarketing is known as a call centre. A call centre handles a considerable volume of calls at the same time; screens calls and forward calls to someone qualified to handle them, and eventually logs them.

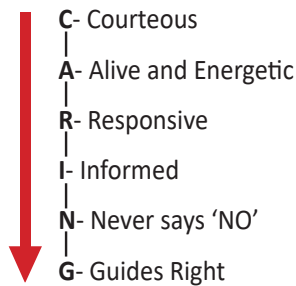
1.2.5 Help Desk

In a business enterprise, a help desk is a place where a customer can call to get help with a query, request or complaint. Generally, a help desk refers to an expert (CCE) with apt knowledge and computer applications, which help him answer the queries that come in.

1.2.6 Customer Care Executive (CCE)

Customer Care Executives use their skills and experience to ensure that a company delivers the highest standards of service to customers and on the basis of it, create a positive perception of themselves as well as the company. A CCE is the most critical contact point for the customers to build a long lasting relation or loss of relation.

A CCE must follow the CARING approach as given below:



Exercise

1. Which of these form a part of the role of a CCE?
 - a) Developing good customer relations
 - b) Handling customer complaints
 - c) Good product knowledge
 - d) Resolve customer queries
 - e) Technical knowledge
 - f) Follow up with the customers
2. Write down few skills, which according to you are very crucial in a CCE's job.

3. What are the three things that are very important to be able to work in the telecom Call Centre?
 - a) _____
 - b) _____
 - c) _____
4. An _____ is one in which Call Centre agents make calls to customers for a business or client. (Inbound Call Centre/Outbound Call Centre)
5. The _____ provides customer support, online help, bookings, placing orders, resolving issues/queries etc. (Inbound Call Centre/Outbound Call Centre)
6. An _____ do telemarketing, debt collection, sales, fund raising and other work that requires proactive contact with customers. (Inbound Call Centre/Outbound Call Centre)
7. An _____ is one that exclusively or predominately handles inbound calls. (Inbound Call Centre/Outbound Call Centre)

UNIT 1.3: Help Desk and Customer Care Services

Unit Objectives

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

1. Understand the concept of customer service and its importance

1.3.1 Customer

- Customer is the king.
- Customers can either be Consumer customers or Business customers.
- Increasing the customer base is the ultimate goal of every business since; “more the customers, more is likely to be the business profitability.”

1.3.2 Customer Service

Excellent customer service is the ability of an organization to exceed the customer’s expectations each time every time. It’s all about attitude and skills.

- Attend to customers (Greet, introduce products, understand needs, give information asked for like guarantee, features, advantages, discounts, etc.).
- Give product choices and information (offer different products available, give information like guarantee, comparative features, advantages, discounts, etc.).
- Offer the best solutions to the customer (help to make the best choice keeping all interests in mind to ensure that a sale can be closed as well as ensure that the need of the customer is fulfilled).
- Handle customer queries, requests or complaints (such as renewal of subscription, queries on new plans, complaints about network troubles or overbilling, troubleshoot and resolve customer’s product/service related issues).
- Clear doubts or queries, if any about price, quality, features, and handle objections).

1.3.3 Importance of Customer Service

- The objective of any organization is to fulfill the needs of a customer, hence customer satisfaction plays a vital role in any business.
- Customers help in meeting business objectives.
- Customers are a source of revenue generation for the business.

1.3.4 Characteristics of Excellent Customer Service:

Communication	Supplying needed information in a clear/convenient way
Consistency	Service provided should be the same everyday
Dependability	Doing, whatever is committed
Friendliness	Positive and supportive
Fairness	Trying honestly to do what is in the customer's best interest while keeping in mind the interest of the company
Fairness	Occupation is a set of job roles under which role-holders perform similar/related set of functions in an industry
Flexibility	Willing to adjust services according to customer's need
Responsiveness	Moving quickly and effectively to meet customer's needs and requests
Respectfulness	Not wasting the customer's time and listening without interruption
Sincerity	Being honestly and truly concerned about serving customer's needs
Speciality	Meeting specialised needs
Sensitivity	Treating customers as important by being alert and caring
Solving Problems	Taking action quickly and decisively

1.3.5 Building Rapport with Customers

As a customer service representative you are responsible for helping the customer out as best as you can. Helping them out can mean a lot of things. Highlight certain features and facts to them as considered necessary, direct them to the right department. Either way you have to help the customer as best as you can.

1.3.6 Establish Good Rapport

Dos	Don'ts
<ul style="list-style-type: none"> • Use Customer's name • Be polite • Be honest • Smile • Give your full attention • Take ownership • Follow up • Enjoy what you do 	<ul style="list-style-type: none"> • Take it personally • Use negative words • Be sarcastic • Make excuses • Lie • Pass the buck • Get into confrontation • Tighten the face

Exercise

1. Mention rules that need to be followed for great customer service.

2. Customer Service – is it important to you? Think about a time when you received excellent customer service. What made it so excellent? How did the individual or company make you feel special?

3. List all the things you can remember about the experience below. Be prepared to share your experience with a partner.

What makes a service, a good experience to you?
