Participant Handbook

Sector
Telecom

Sub-Sector
Service Provider

Occupation
Customer Service

Reference ID: **Tel/Q0101, Version 1.0**
NSQF Level 4

Customer Care Executive (Relationship Centre)

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

Shri Narendra Modi
Prime Minister of India

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 (Relationship Centre)'
QP No. '**TEL/Q0101 NSQF Level 4**'

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(Telecom Sector Skill Council)

Acknowledgements

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% in 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 currently employs over 2.08 million employees 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 (Relationship Centre). Customer Care Executive (Relationship Centre) in the Telecom industry is also known as Customer Service Representative/ Customer Care Associate / Showroom Executive / Customer Relationship Officer / Customer Service Executive / Store Executive / Retail Executive.

Individuals at this job provide customer service by handling, following and resolving walk-in customer's queries, requests and complaints and proactively recommend/sell organisation's products and services.

This Trainee Manual is based on Customer Care Executive (Relationship Centre) Qualification Pack (TEL/Q0101) & includes the following National Occupational Standards (NOSs):

1. Shop/Showroom/Outlet and self-management
2. Sell, up-sell and cross-sell
3. Service desk and customer management
4. Monitor and analyse self-performance
5. Maintain Records and Data expertise

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 handle & resolve queries of walk-in customers, sell, up-sell & cross-sell organisation's products & services.

We hope that this participant handbook will provide a sound learning support to our young friends who want 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

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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 roles and responsibilities of a CCE (RC)

UNIT 1.1: Objectives of the Program

Unit Objectives ⊚

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

1. Discuss the overview of the program

2. List down the necessary skills on which the participants will be trained

3. Explain the ground rules to make the program effective

1.1.1 Program Overview

- The Telecom Industry

- Roles and responsibilities of a Customer Care Executive

- Telecom Relationship Centre specific key concepts

- Behavioural, professional, technical, and language skills required for performing the job effectively

- Techniques of Shop/Showroom/Outlet and Self-Management

- Methods for Selling, Up-selling and Cross-selling

- Managing Service Desk and Customer Management

- Ways to monitor and evaluate self-performance

- Techniques of Data Expertise

- Interview Skills

1.1.2 This Program Will Cover

- Communication skills

- Language Skills (Listening, Speaking, Reading and Writing Skills)

- Interpersonal Skills

- Rapport Building

- Time Management

- Customer-centricity

- Selling Skills

1.1.3 Main Activities Performed by a Customer Care Executive (Relationship Centre)

- Manage the shop/showroom/outlet as well as himself

- Sell, Up-sell and Cross-sell organisation's products

- Manage Service desk as well as customers

- Monitor and analyse self-performance

1.1.4 Rules for Efficient Learning Environment

- Arrive and start on time.

- Participate in all phases of the workshop.

- Keep mobile phones on silent mode.

- Participants must adhere to the timelines. A fifteen minutes break means returning to the room within that time.

- Participants must not talk amongst themselves.

- Listen actively - respect others while they are talking.

- Learn and ask questions if you don't understand.

Exercise

1. What are your expectations from the training program?

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   _____

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Notes

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UNIT 1.2: Telecom Industry

Unit Objectives

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

1. Gain knowledge about the Telecom industry
2. Discuss about regulatory authorities in the Telecom industry

1.2.1 Overview of the Telecom Industry

India is the world's second-largest telecommunications market. The telecom infrastructure in India is expected to have increased at a compound annual growth rate (CAGR) of 20 percent during the period 2008–2015 to reach 571,000 towers in 2015.

Key Statistics

According to the data released by Department of Industrial Policy and Promotion , the telecom industry has attracted FDI worth US$ 18.38 billion during the period April 2000 to March 2016.

The telecom market in India is expected to grow by 10.3 percent and reach US$ 103.9 billion by 2020. The smart phone users In India are expected to increase to 810 million by 2021. According to a study by GSMA, India will become the fourth largest smartphone market by 2020

As per the cellular Operators' association of India, the total number of GSM subscriber in rural India is 330.34 million. The telecom companies are looking at rural India to add users and revenues.

Market Dynamics

India could emerge as a low-cost hub for testing security-sensitive IT products used in telephone and other critical infrastructure networks, with the country being recently given the 'authorizing member nation' status in the Common Criteria Recognition Arrangement (CCRA).

India has over 50 percent mobile only internet users, possibly the world's highest compared to 20 – 25 percent across developed countries, according to Avendus Capital. More so, gaining impetus from the increasing penetration of smart phones and a whole host of mobile only content, the Indian mobile advertising market is estimated to reach Rs. 2,800 crore (US $457.52 million) by 2016 from the current Rs. 180 crore (US$ 29.41 million).

Increasing demand for smart phones and availability of high speed networks, such as 3G and 4G services, has resulted in the rapid growth of the Indian market, besides offering immense opportunities to players involved in the business. The RNCOS's research study, 'Indian Mobile Gaming Market Forecast to 2017' estimated the market to reach Rs. 18.5 billion (US $302.28 million) by 2017 and grow at a CAGR of nearly 24 per cent during the period 2013–2017.

Source-http://www.ibef.org/industry/telecommunications.aspx

1.2.2 Regulatory Authorities in the Telecom Industry

1. **Telecom Regulatory Authority of India (TRAI):-** The Telecom Regulatory Authority of India (TRAI) was established in February 1997 to regulate telecom services in India. Its scope includes fixing/ rivising of tariffs for telecom

services. The mission of TRAI's is to create the environment needed for the growth of telecommunication at a pace that will enable India to play a major role in the emerging global information society. One of its main objectives is to provide a fair and transparent policy that facilitates fair competition. In January 2000, the Telecom Disputes Settlement and Appellate Tribunal (TDSAT) was set up to adjudicate any dispute between a licensor and a licensee, between two or more service providers, between a service provider and a group of consumers, and to hear and dispose of appeals against any direction, decision or order of TRAI.

2. **New Telecom Policy:-** It is the most important milestone and instrument of telecom reforms in India. The New Telecom Policy, 1999 (NTP-99) become effective from 1st April 1999 and laid down a clear roadmap for future reforms, such as opening up of all the segments of the telecom sector for the participation of the private sector.

3. **The Department of Telecommunications (DoT):-** The DoT promotes standardization, research and development, private investment and international co-operation in matters relating to telecommunication services. It acts as a license body, formulates and enforces policies, allocates and administers resources such as spectrum and number, and coordinates matters in relation to telecommunication services in India.

4. **Telecom Dispute Settlement and Appellate Tribunal (TDSAT):-** It is a special body setup exclusively to judge any dispute between the DoT and a licensee, or between two or more service providers, or between a service provider and a group of consumers etc. An appeal against TDSAT shall be filed before the Supreme Court of India within a period of ninety days.

5. **Cellular Operators Association of India (COAI):-** The COAI was set up in 1995 as a registered non-governmental and non-profit society. COAI is the official voice for the cellular industry in India and it interacts on its behalf with the licensor, telecom industry associations, man agreement spectrum agency and policy makers. The core members of COAI are private cellular operators such as Reliance Jio Infocomm Limited, Idea Cellular Ltd., Bharti Airtel Ltd., Aircel Ltd., Videocon Telecom, Telenor (India) Communications Private Ltd., and Vodafone India Ltd., operating across the whole country.

The domestic market is also slotted to witness 12% growth this year. The size of India's off-shore industry is estimated at US$120 million and expected to grow to 180 billion by 2015. The industry currently employs around 1 million people and provides indirect employment to around 2.5 million people. It is expected to add another 1,50,000 jobs in the next fiscal according to NASSCOM.

1.2.3 Major Service Players in Telecom Industry

Name of the Company	
1. Bharti Airtel	6. Tata Teleservices
2. Reliance Communications	7. Aircel
3. Vodafone Essar	8. Uninor
4. Idea Cellular	9. Videocon
5. BSNL	10. MTNL

To know the latest trends in Telecom Industry refer to Annexure -1

1.2.4 The Biggest Challenge Faced by Telecom Industry

Churning of Customers:

Churning refers to switching of customers from one provider to another and often back again or over to a third one. The key to winning and retaining customers is up-to-date knowledge of customer segments.

The most common reasons for churning of customers are:

- Poor performance
- Poor customer service
- Poor rate plans
- Handset issues

The best ways to retain these high rates of customer churn:

- Effective customer service.
- Branding and service differentiators.
- Proper operational and analytical CRM tools in place would help segment and analyse customer behaviour and predict their propensity to churn.
- Proactively strategize and service customers to retain the high value ones.

Post-paid churn solutions that work:

- Optimizing subscriber acquisition cost
- Managing retention cost
- An effective pricing dimension
- Managing the right customer profile with the right marketing bundle
- Learning points from past campaigns

Exercise

1. Which telecom company has the highest market share?

   _____
   _____
   _____

2. Which among the top 10 telecom companies has the lowest market share?

   _____
   _____
   _____

3. Fill in the blank with the correct answer.

   India has achieved the distinction of worlds _____ call rates. (lowest/highest)

4. Write down the full form of the following abbreviations:

    a) TRAI

    b) DOT

    c) COAI

    d) TDSAT

5. Name the five regulatory authorities of Telecom Industry.

    _____

    _____

    _____

6. What is the biggest challenge faced by telecom companies and what are the recommended solutions?

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UNIT 1.3: Role of a Customer Care Executive (RC)

Unit Objectives 🎯

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

1. Gain knowledge about the job of a Customer Care Executive

2. List down the personal attributes of a Customer Care Executive

1.3.1 A Customer Care Executive

A customer care executive belongs to an organisation or service centre and is entrusted with the responsibility of managing customers' needs, their replies and work on their satisfaction. Moreover, he/she is a link between the company and the customer.

Fig. 1.3.1 Customer Care Executive

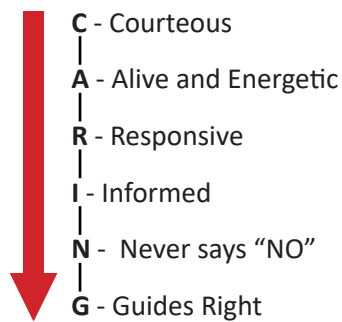### 1.3.2 Role and Importance of a Customer Care Executive

Customer Care Executives work as a bridging force between the customer and the organisation. They try to meet the needs of the customer within the ambit of management policies. Customer Care Executives should listen, understand, analyse a problem, come up with the best solution, and make the customer feel that he has selected the right product or service from the company, and should solve their problems and assist them. For example, in a Relationship Centre, the customer care executive will assist the customers by solving their problems on choosing a specific service like broadband plan or any tariff plan.

1.3.3 Approach

Approach of an Effective CCE (RC)

An effective CCE understands that his role is critical to the success of the organisation so it is important that his approach is correct. The best approach for a CCE to work with customers is the caring approach as a customer who feels cared for is a customer for life.

The CARING Approach

C - Courteous

A - Alive and Energetic

R - Responsive

I - Informed

N - Never says "NO"

G - Guides Right

1.3.4 Specific Responsibilities of a Customer Care Executive in a Relationship Centre

- Individuals in this job provide customer service by handling, following-up on, and resolving walk-in customers' queries, requests and complaints.

- Individuals in this job are responsible for managing themselves as well as the store.

- Individuals proactively recommend/sell organisation's products and services.

- Individuals are responsible for monitoring and analysing self-performance.

1.3.5 Personal Attributes: Customer Care Executive (Relationship Centre)

- Have good communication skills with clear diction

- Have the ability to construct simple and rational sentences

- Have good problem-solving skills

- Have strong customer service focus

- Have strong selling & listening skills

- Have the ability to work under pressure