Participant Handbook

Sector
IT-ITES

Sub-Sector
Business Process Management

Occupation
Customer Relationship Mangagement

Reference ID: **SSC/Q2211, Version 1.0**
NSQF Level 4

CRM Domestic Non Voice

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Key Learning Outcomes

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

1. Explain the purpose of this course.
2. Discuss about the IT and ITES industry in India.
3. Summarise the role of a CCE - CRM Domestic Non Voice.
4. Explain the purpose of the training program.
5. Discuss the roles and responsibilities of CRM Domestic Non Voice.
6. Explain how to keep oneself updated about industry.
7. Identify the personal attributes of a CCE.
8. Outline the career ladder of CCE.

UNIT 1.1: Introduction to IT-ITeS Sector

Unit Objectives ◎

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

1. Explain the purpose of this course.
2. Discuss about the IT and ITeS industry in India.
3. Summarise the role of a CCE - CRM Domestic Non Voice.

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 industrialisation
• Partial privatisation 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

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

HCL Technologies	Cognizant Technology Solutions
Tata Consultancy Services	Accenture
Capgemini	Amazon
Delloitte Consultancy	Microsoft Corporation
Wipro Technologies	

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UNIT 1.2: Introduction to the Training Program

Unit Objectives ◎

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

1. Explain the purpose of the training program.

1.2.1 Purpose of the Training Program

This training program is developed to impart specific skills to individuals who wish to perform as a **Customer Relationship Mangagement** (**CRM) Domestic Non Voice** the training program is intended for imparting basic skill and knowledge. It is based upon National occupation standards. The National occupation standards have been described in the following subsection of this chapter.
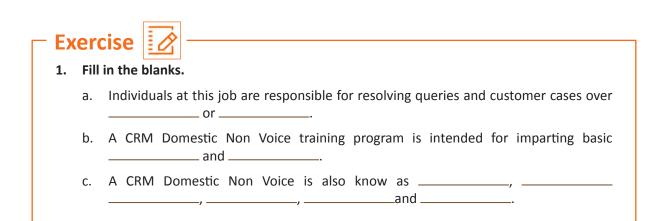
Domestic Non- Voice in the IT-ITeS Industry is also known as a Customer Service Associate, Customer Service Representative, Customer Care Executive, Customer Service Advisor, Helpdesk Coordinator, Customer Support Representative, Support Engineer, Support Consultant, Process Associate- Transaction etc.

After successful completion of training and passing the assessment you will be issued a certificate. This will prepare you to get employed as a Customer Relationship Mangagement **(CRM) Domestic Non Voice** in IT-ITeS companies. Individuals at this job are responsible for resolving queries and customer cases over web-chat or email.

They will be responsible for assisting in performing the key activities and tasks involved in the assigned role.

This program is based on qualification pack called **CRM Domestic Non Voice.** The Qualification Pack Code for **CRM Domestic Non Voice** is SSC/Q2211. This is also called a QP. A QP consists of a set of National Occupational Standards (NOS). NOS specify the standard competency one must achieve when carrying out a function in the workplace. Under **CRM Domestic Non Voice** QP, there are three numbers of NOSs which detail the functions to be performed at a **CRM Domestic Non Voice.** The duration of the course (theory and practical) is 400 hours.

NOS Code	Major Function/Task
SSC/N3021	Deal remotely with customer queries -Domestic
SSC/N9001	Manage your work to meet requirements
SSC/N9003	Maintain a healthy, safe and secure working environment

Exercise

1. **Fill in the blanks.**

    a. Individuals at this job are responsible for resolving queries and customer cases over _____ or _____.

    b. A CRM Domestic Non Voice training program is intended for imparting basic _____ and _____.

    c. A CRM Domestic Non Voice is also know as _____, _____ _____, _____, _____and _____.

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UNIT 1.3: Role of CRM Domestic Non-Voice

Unit Objectives 🎯

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

1. Discuss the roles and responsibilities of CRM Domestic Non Voice.
2. Explain how to keep oneself updated about industry.
3. Identify the personal attributes of a CCE.
4. Outline the career ladder of CCE.

1.3.1 Role of CRM Domestic Non-Voice

- The IT and ITES Industry in India
- Roles and responsibilities of a CRM Non Voice
- Behavioural, professional and technical skills required for performing your job as a CCE effectively
- Methodology of dealing with customers on a live chat or through a email
- The performance standards that a CRM must achieve at the workplace
- Ways to maintain a healthy, safe and secure working environment

Some of the skills that this program will train you are:

- Communication skills
- Planning and organizing skills
- Decision making and Problem solving skills
- Customer Centricity
- Team working.

Introduction to the Role of CCE-CRM Domestic Non-Voice

A non-voice BPO is quite similar to a voice one. The only difference, of course, is that CCE in a Domestic non-voice will not be using voice. What a CCE has to master is his written communication skills especially in English, as many of the non-voice BPO jobs entail writing emails to customers around the world and also handling live web based chats.

We are talking about jobs that involve customer interface through 'Chat & email support'. The career growth opportunities are ample in the non-voice segment. Once a CCE gains experience and expertise, he can look at supervisory, managerial and support roles.

Who is a Customer?

A customer is the one who is the recipient of a good, service, product or an idea, obtained from a seller, vendor or a supplier for a monetary or other valuable consideration. In other words, a customer is a person or organization that a marketer believes will benefit from the goods and services offered by the marketer's organization. As this definition suggests, a customer is not necessarily someone who is currently purchasing from the marketer.

Who is a Customer Care Executive in a Domestic Non Voice Process?

A Customer Care Executive (Non-Voice) is the person who deals directly with the customers but through live chat or on emails and not calling. In this job role, since there is no calling involved, that is why it is called a Non-Voice process. The queries and complaints are taken and resolved either on emails or over live chat. A CCE is responsible for the relationship with the customer on behalf of the company where he works.

This course will train you to take up job of a CCE in a non-voice domestic process. Domestic, as this Job Role will deal with Customers based in India only and not internationally.

Role and Responsibilities of CCE - CRM Domestic Non Voice

1. To answer customer queries and manage customer expectations through interactions via Web Chat and Emails (Non-Voice)
    •   CCE non-voice is required to respond to live chat or emails of the customers.
    •   He is required to converse with customers patiently and professionally.
    •   While receiving chat requests or emails, the CCE answers the inquiries, resolve problems, record complaints and/or receive feedback.
    •   As there is no calling or call answering is involved and maximum interaction is written, the customer relationship manager should be good in his written communication skills. In non-voice based process, vocal skills are not tested and writing skills are more stressed upon. The employees write emails, accounts, questionnaires etc. He must follow the proper process of beginning and closing the conversation with the customer.
    •   He should know proper processing or documentation of data offline or online.
2. To provide effective customer service such as handling complicated customer queries, issues, complaints, and questions.
    •   CCE should know their customer's needs. He should be well aware about the ways to deal with the customer and follow proper process to cater to the needs. He or she should be well versed with the problems customers want to be solved.
    •   CCE has an assigned area which he needs to look after as far as customer's requests or complaints are concerned. If the problem remains unresolved at his end or it doesn't fall in his concerned area, he must know how and when to escalate the issue and to whom. The issue must be escalated to the right person at right time.
3. To maintain high standards of customer relations by maintaining, achieving and maintaining superior Quality standards.
    •   The CCE will not only solve customer requests but will proactively offer ideas and insights to improve the customer's issues and challenges.
    •   The CCE will follow up on every issue and ensure complete satisfaction and maximum utilization of the product or services sold to customers in case he works in a selling process.
4. To manage all daily tasks and duties related to the process with strict compliance to guidelines.
    •   CCE are supposed to pay attention to each problem's turn-around time. If for a certain problem category turn-around time a CCE should take is 24 hour then he must get back to the customer with solution in that time span.
    •   Every CCE has to meet certain targets given to him for the month or quarter. His performance is reviewed regularly. It's his responsibility to meet the given targets and fare well during the review. This is one of the key areas of CCEs role and responsibility.

5.   To keep abreast with constant changes in regulations and developments within the industry to help customers most effectively and avoid repeat contacts.

Skill Set Required

- Excellent written skills
- Must be Customer Centric.
- Must have an analytical bent of mind.
- Excellent knowledge of basic computer skills.
- Ability to take on stretch assignments and deliver under pressure.
- Must be patient motivated towards work.

Willing to work on rotational shifts, weekly offs and exigencies arising out of business requirements.

Keeping Up-to-Date

Although keeping up with industry news may seem to be just one more thing to add to your To-Do List, there are several important benefits.

First, you'll make better decisions, and you'll spot threats and opportunities early on, which can give you a competitive edge. Secondly, keeping up-to-date with your industry is key for building expertise. By developing expertise in your job and your industry, you'll earn the trust and respect of the people around you.

To keep up with news and developments in your industry, the first thing you need to do is identify the best sources to use.

Here is a list of traditional and online sources. Choose the most appropriate sources depending on your industry and the type of work that you do.

Traditional Sources:

Find a Mentor

A great starting point is to find a mentor within your organization. Not only can mentors help you solve career issues and develop your career, they can provide you with a wealth of insider knowledge, as well as with the insight needed to understand it.

Read Newsletters

Keep yourself informed with your company's newsletters and publications. These also provide networking opportunities by updating you about meetings and conferences.

Face-to-Face Networking

Face-to-face networking can be one of the most rewarding ways to stay on top of industry news and trends. Often, professional relationships can develop into deep friendships, **especially when you meet on a regular basis**.

Online Sources:

Blogs

Blogs aren't just for personal journaling anymore. Many bloggers are respected for their high quality work and honest opinion. Does a web search for keywords that are commonly used in your industry – it might take a bit of time, but you may find some high quality blogs relevant to your job and your industry.

Twitter

Twitter can be a great place to find industry leaders and organizations, and to stay on top of relevant news and trends.

Use it to find people in your industry who are in-the-know, by searching Twitter for relevant keywords. (You may get more out of Twitter if you start a dialogue with those who you're following.)

LinkedIn

Using LinkedIn is a wonderful way to connect with colleagues, trade groups, and industry leaders. You can join industry-specific groups, and get the latest updates from individuals and organizations.

Forums

Membership sites and discussion forums can be full of insider-information tailored around specific topics or industries; and talking with other professionals in your industry can help you network and grow your skills, especially if you're in a technology field such as IT.

If you're unsure of which forums to use, ask colleagues, have a browse online, or ask your Twitter or LinkedIn connections for recommendations.

Importance of keeping customers informed about timescales for progress and resolution of customer queries

The customer should be informed about the timelines for the work related to their queries. This can be done with by the CCE as over a period of time the CCE will get a sense of how much time his work takes and be able to fix realistic deadlines even for the smallest task in association to the customer queries. While informing the customer the CCE should always keep some leeway for unexpected activities that may need to be undertaken.

Typical response times for customer queries and the importance of these

The Superior in mutual consultation with the CCE or otherwise also should be setting a particular maximum timespan for responding back to the customer queries. The response time in case of special cases should also be set by the Supervisor. Doing this is very important as it ensures a timely response to the customer and would results in customer satisfaction in the long run.

Personal Attributes of a CCE

1. Good Communication Skills
2. Self-control
3. Good work ethics
4. Patience
5. Ability to relate/ empathise
6. Willing to help when needed
7. Willing to work for stretched hours/ to go extra mile
8. Work well with others
9. Keen to read and upgrade knowledge
10. Good at Public Dealing
11. Always have a positive state of mind

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