

CUSTOMER CARE ASSOCIATE

COMPETENCY BASED CURRICULUM

(Duration: 1yr. and 3 months)

APPRENTICESHIP TRAINING SCHEME (ATS)

NSQF LEVEL- 4



SECTOR – SERVICES INCLUDING REPAIR AND MAINTENANCE



GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP
DIRECTORATE GENERAL OF TRAINING

CUSTOMER CARE ASSOCIATE

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(Revised in 2018)

APPRENTICESHIP TRAINING SCHEME (ATS)



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Developed By

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Directorate General of Training
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3. MINACS

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1.1 Apprenticeship Training Scheme under Apprentice Act 1961

The Apprentices Act, 1961 was enacted with the objective of regulating the Programme of training of apprentices in the industry by utilizing the facilities available therein for imparting on-the-job training. The Act makes it obligatory for employers in specified industries to engage apprentices in designated trades to impart Apprenticeship Training on the job in industry to school leavers and person having National Trade Certificate(ITI pass-outs) issued by National Council for Vocational Training (NCVT) to develop skilled manpower for the industry. There are four categories of apprentices namely; **trade apprentice, graduate, technician and technician (vocational) apprentices.**

Qualifications and period of apprenticeship training of **trade apprentices** vary from trade to trade. The apprenticeship training for trade apprentices consists of basic training followed by practical training. At the end of the training, the apprentices are required to appear in a trade test conducted by NCVT and those successful in the trade tests are awarded the National Apprenticeship Certificate.

The period of apprenticeship training for graduate (engineers), technician (diploma holders and technician (vocational) apprentices is one year. Certificates are awarded on completion of training by the Department

1.2 Changes in Industrial Scenario

Recently we have seen huge changes in the Indian industry. The Indian Industry registered an impressive growth during the last decade and half. The number of industries in India have increased manifold in the last fifteen years especially in services and manufacturing sectors. It has been realized that India would become a prosperous and a modern state by raising skill levels, including by engaging a larger proportion of apprentices, will be critical to success; as will stronger collaboration between industry and the trainees to ensure the supply of skilled workforce and drive development through employment. Various initiatives to build up an adequate infrastructure for rapid industrialization and improve the industrial scenario in India have been taken.

1.3 Reformation

The Apprentices Act, 1961 has been amended and brought into effect from 22nd December, 2014 to make it more responsive to industry and youth. Key amendments are as given below:

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- Prescription of number of apprentices to be engaged at establishment level instead of trade-wise.
- Establishment can also engage apprentices in optional trades which are not designated, with the discretion of entry level qualification and syllabus.
- Scope has been extended also to non-engineering occupations.
- Establishments have been permitted to outsource basic training in an institute of their choice.
- The burden of compliance on industry has been reduced significantly.



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2.1 GENERAL

Directorate General of Training (DGT) under Ministry of Skill Development & Entrepreneurship offers range of vocational training courses catering to the need of different sectors of economy/ Labour market. The vocational training programmes are delivered under aegis of National Council of Vocational Training (NCVT). Craftsman Training Scheme (CTS) and Apprenticeship Training Scheme (ATS) are two pioneer programmes of NCVT for propagating vocational training.

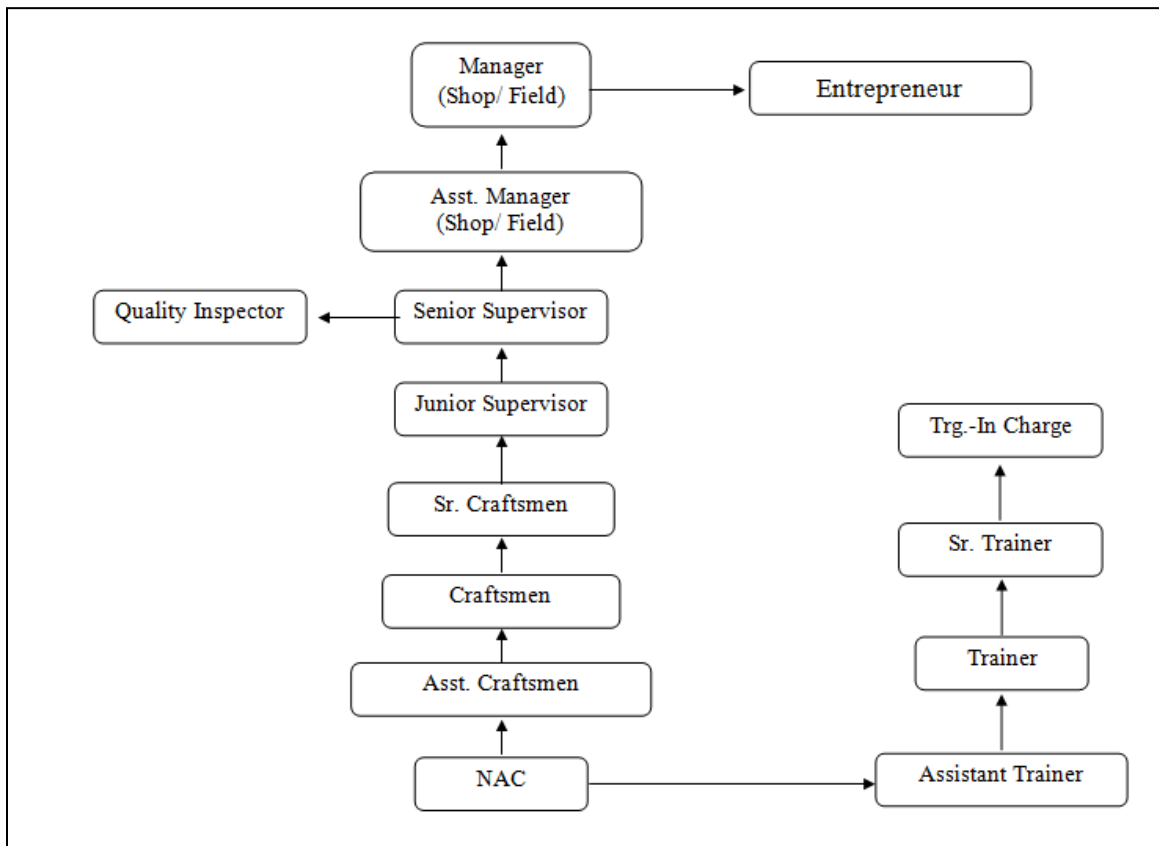
Customer Care Associate trade under ATS is one of the most popular courses delivered nationwide through different industries. The course is of One year and three months (one block) duration. It mainly consists of Domain area and Core area. In the Domain area Trade Theory & Practical impart professional - skills and knowledge, while Core area - and Employability Skills imparts requisite core skills & knowledge and life skills. After passing out the training programme, the trainee is being awarded National Apprenticeship Certificate (NAC) by NCVT having worldwide recognition.

Broadly candidates need to demonstrate that they are able to:

- Communicating Skills
- Listening the Customer's enquiries, complaints and problem solving
- Conflict Management
- Marketing Skills
- Listening and question asking skill
- Effective call organization and Management
- Demonstration about the new product launch and particular of the specification & Updates.
- Computer Operational Skills
- Internet operational skill
- Perform as Customer Care Associate

2.2 CAREER PROGRESSION PATHWAYS:

- Indicative pathways for vertical mobility.



2.3 COURSE STRUCTURE:

Table below depicts the distribution of training hours across various course elements during a period of one year (*Basic Training and On-Job Training*): -

Total training duration details: -

Time (in months)	1-3	4-15
Basic Training	Block- I	-----
Practical Training (On - job training)	----	Block - I

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A. Basic Training

For 02 yrs. Course (Non-Engg.):- **Total 03 months:** 03 months in 1styr. Only

For 01 yr. Course (Non-Engg.):- **Total 03 months:** 03 months in 1st yr.

Sl. No.	Course Element	Total Notional Training Hours
		For 01 yr. course
1	Professional Skill (Trade Practical)	270
2	Professional Knowledge (Trade Theory)	120
3	Employability Skills	110
	Total (including Internal Assessment)	500

B. On-Job Training:-

For 01 yr. Course (Non-Engg.) :- (**Total 12 months**)

Notional Training Hours for On-Job Training: 2080 Hrs.

C. Total training hours:-

Duration	Basic Training	On-Job Training	Total
For 02 yrs. Course (Non-Engg.)	500 hrs.	3640 hrs.	4140 hrs.
For 01 yr. Course (Non-Engg.)	500 hrs.	2080 hrs.	2580 hrs.

2.4 ASSESSMENT & CERTIFICATION:

The trainee will be tested for his skill, knowledge and attitude during the period of course and at the end of the training programme as notified by Govt of India from time to time. The Employability skills will be tested in first two semesters only.

a) The **Internal assessment** during the period of training will be done by **Formative assessment method** by testing for assessment criteria listed against learning outcomes. The training institute have to maintain individual *trainee portfolio* as detailed in assessment guideline (section-2.4.2). The marks of internal assessment will be as per the template (Annexure – II).

b) The final assessment will be in the form of summative assessment method. The All India Trade Test for awarding NAC will be conducted by NCVT on completion of course as per guideline of Govt of India. The pattern and marking structure is being notified by govt of India from time to time. **The learning outcome and assessment criteria will be basis for setting question papers for final assessment. The examiner during final examination will also check individual trainee's profile as detailed in assessment guideline (section-2.4.2) before giving marks for practical examination.**

2.4.1 PASS REGULATION

The minimum pass percent for Practical is 60% & minimum pass percent for Theory subjects 40%. The candidate pass in each subject conducted under all India trade test.

2.4.2 ASSESSMENT GUIDELINE

Appropriate arrangements should be made to ensure that there will be no artificial barriers to assessment. The nature of special needs should be taken into account while undertaking assessment. Due consideration should be given while assessing for team work, avoidance/reduction of scrap/wastage and disposal of scarp/wastage as per procedure, behavioral attitude, sensitivity to environment and regularity in training. The sensitivity towards OSHE and self-learning attitude are to be considered while assessing competency.

Assessment will be evidence based comprising the following:

- Job carried out in labs/workshop
- Record book/ daily diary
- Answer sheet of assessment
- Viva-voce
- Progress chart
- Attendance and punctuality
- Assignment
- Project work

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Evidences of internal assessments are to be preserved until forthcoming semester examination for audit and verification by examination body. The following marking pattern to be adopted while assessing:

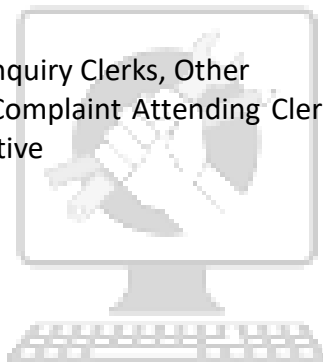
Performance Level	Evidence
(a) Weightage in the range of 60 -75% to be allotted during assessment	
<p>For performance in this grade, the candidate with occasional guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of an acceptable standard of craftsmanship.</p>	<ul style="list-style-type: none"> • Demonstration of good skill in the use of hand tools, machine tools and workshop equipment • Below 70% tolerance dimension/accuracy achieved while undertaking different work with those demanded by the component/job/set standards. • A fairly good level of neatness and consistency in the finish • Occasional support in completing the project/job.
(b)Weightage in the range of above75% - 90% to be allotted during assessment	
<p>For this grade, the candidate, with little guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of a reasonable standard of craftsmanship.</p>	<ul style="list-style-type: none"> • Good skill levels in the use of hand tools, machine tools and workshop equipment • 70-80% tolerance dimension/accuracy achieved while undertaking different work with those demanded by the component/job/set standards. • A good level of neatness and consistency in the finish • Little support in completing the project/job
(c) Weightage in the range of above 90% to be allotted during assessment	
<p>For performance in this grade, the candidate, with minimal or no support in organization and execution and with due regard for safety procedures and practices, has produced work which demonstrates attainment of a high standard of craftsmanship.</p>	<ul style="list-style-type: none"> • High skill levels in the use of hand tools, machine tools and workshop equipment • Above 80% tolerance dimension/accuracy achieved while undertaking different work with those demanded by the component/job/set standards. • A high level of neatness and consistency in the finish. • Minimal or no support in completing the project.

Brief description of Job roles:

CUSTOMER CARE ASSOCIATE; Investigates and resolves customers' inquiries/ Request/ Complaint concerning merchandise, service, billing, or credit rating. Examines pertinent information to determine accuracy of customer's complaints and responsibility for Resolve errors. Notifies customers and appropriate personnel of findings, adjustments, and recommendations, such as exchange of merchandise, refund of money, credit to customer's accounts, or adjustment to customer's bills. Reviews claims, adjustments with dealer, Main Object for Customer care is Satisfy customer Need which arise as Query/Request/Complaint, Make to customer Happy + Satisfied=Delight.

Reference NCO 2015:

- i) 4225.9900 - Inquiry Clerks, Other
- ii) 4225.0100 - Complaint Attending Clerk/Customer Service Desk/Customer Service Executive



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NSQF level for CUSTOMER CARE ASSOCIATE trade under ATS: **Level 4**

As per notification issued by Govt. of India dated- 27.12.2013 on National Skill Qualification Framework total 10 (Ten) Levels are defined.

Each level of the NSQF is associated with a set of descriptors made up of five outcome statements, which describe in general terms, the minimum knowledge, skills and attributes that a learner needs to acquire in order to be certified for that level.

Each level of the NSQF is described by a statement of learning outcomes in five domains, known as level descriptors. These five domains are:

- a. Process
- b. Professional knowledge,
- c. Professional skill,
- d. Core skill and
- e. Responsibility.



The Broad Learning outcome of Customer Care Associate trade under ATS mostly matches with the Level descriptor at Level- 4.

The NSQF level-4 descriptor is given below:

LEVEL	Process required	Professional knowledge	Professional skill	Core skill	Responsibility
Level 4	Work in familiar, predictable, routine, situation of clear choice.	Factual knowledge of field of knowledge or study	Recall and demonstrate practical skill, routine and repetitive in narrow range of application, using appropriate rule and tool, using quality concepts	Language to communicate written or oral, with required clarity, skill to basic Arithmetic and algebraic principles, basic understanding of social political and natural environment.	Responsibility for own work and learning.

Name of the Trade	CUSTOMER CARE ASSOCIATE
NCO-2015	4225.9900 4225.0100
NSQF Level	Level – 4
Duration of Apprenticeship Training (Basic Training + On-Job Training)	3 months+ One year (01 Block of 15 month duration).
Duration of Basic Training	a) Block –I : 3 months Total duration of Basic Training: 3 months
Duration of On-Job Training	a) Block–I: 12 months Total duration of Practical Training: 12 months
Entry Qualification	Passed 10th class examination under 10+2system of education or its equivalent.
Selection of Apprentices	The apprentices will be selected as per Apprenticeship Act amended time to time.
Instructors Qualification for Basic Training	As per ITI instructors qualifications as amended time to time for the specific trade.
Infrastructure for basic training	As per related trade of ITI.
Examination	The internal examination/ assessment will be held on completion of each block. Final examination for all subjects will be held at the end of course and same will be conducted by NCVT.
Rebate to Ex-ITI Trainees	NIL
CTS trades eligible for Customer Care Associate Apprenticeship	NA

Note:

- Industry may impart training as per above time schedule for different block, however this is not fixed. The industry may adjust the duration of training considering the fact that all the components under the syllabus must be covered. However the flexibility should be given keeping in view that no safety aspects is compromised.
- For imparting Basic Training the industry to tie-up with ITIs having such specific trade and affiliated to NCVT.

6.1 GENERIC LEARNING OUTCOME

The following are minimum broad Common Occupational Skills/ Generic Learning Outcome after completion of the CUSTOMER CARE ASSOCIATE course of 01 year and 03 months duration under ATS.

1. Recognize & comply safe working practices, environment regulation and housekeeping.
2. Select and ascertain measuring instrument and measure dimension of components and record data.
3. Explain the concept in productivity, quality tools, and labour welfare legislation and apply such in day to day work to improve productivity & quality.
4. Explain energy conservation, global warming and pollution and contribute in day to day work by optimally using available resources.
5. Explain personnel finance, entrepreneurship and manage/organize related task in day to day work for personal & societal growth.
6. Plan and organize the work related to the occupation.

6.2 SPECIFIC LEARNING OUTCOME

Block – I

1. Application Introduction and System Practice, Role play
2. Career growth in BPO & KPO(Bottom Level ,Middle Level, Top Level Management)(Executive, Sr. Executive/ Team Leader/ Manager/ AGM/ DGM/AVP/VP/ Director growth point should be covered under the Orientation programme
3. Function & Roles in BPO Department (HR/IT/Admin/Operations/Training/ Quality/ MIS)(Internal Job Posting)
4. Team Meeting , Group Discussion(Take Some Suggestion From Associate how we make our work easy and if any change require for make easy)
5. Understanding about the new product launch and particular of the specification & Updates.
6. Practice on call listening and video demonstration with role play
7. Practice on Listening and question asking skill, Concentration on performance with role play.
8. Practice on mock call and telephone etiquette.
9. Team, Performance & Time Management. (Example, Share the performance and instruct them to correct and need to provide proper attention on weaker part).

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10. Weekly Product & Process Knowledge Test(Take Test on New Update and check current Knowledge of associates).

NOTE: Learning outcomes are reflection of total competencies of a trainee and assessment will be carried out as per assessment criteria.



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7. LEARNING OUTCOME WITH ASSESSMENT CRITERIA

GENERIC LEARNING OUTCOME	
LEARNING OUTCOMES	ASSESSMENT CRITERIA
1. Recognize & comply safe working practices, environment regulation and housekeeping.	1.1 Follow and maintain procedures to achieve a safe working environment in line with occupational health and safety regulations and requirements.
	1.2 Recognize and report all unsafe situations according to site policy.
	1.3 Identify and take necessary precautions on fire and safety hazards and report according to site policy and procedures.
	1.4 Identify, handle and store / dispose off dangerous/unsalvageable goods and substances according to site policy and procedures following safety regulations and requirements.
	1.5 Identify and observe site policies and procedures in regard to illness or accident.
	1.6 Identify safety alarms accurately.
	1.7 Report supervisor/ Competent of authority in the event of accident or sickness of any staff and record accident details correctly according to site accident/injury procedures.
	1.8 Identify and observe site evacuation procedures according to site policy.
	1.9 Identify Personal Productive Equipment (PPE) and use the same as per related working environment.
	1.10 Identify basic first aid and use them under different circumstances.
	1.11 Identify different fire extinguisher and use the same as per requirement.
	1.12 Identify environmental pollution & contribute to avoidance of same.
	1.13 Take opportunities to use energy and materials in an environmentally friendly manner
	1.14 Avoid waste and dispose waste as per procedure
	1.15 Recognize different components of 5S and apply the same in the working environment.
2. Select and ascertain measuring instrument and measure dimension of components and record	2.1 Select appropriate measuring instruments such as micrometers, verniercalipers, dial gauge, bevel protector and height gauge (as per tool list).
	2.2 Ascertain the functionality & correctness of the

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data.	instrument. 2.3 Measure dimension of the components & record data to analyse the given drawing/measurement.
3. Explain the concept in productivity, quality tools, and labour welfare legislation and apply such in day to day work to improve productivity & quality.	3.1 Explain the concept of productivity and quality tools and apply during execution of job. 3.2 Understand the basic concept of labour welfare legislation and adhere to responsibilities and remain sensitive towards such laws. 3.3 Knows benefits guaranteed under various acts
4. Explain energy conservation, global warming and pollution and contribute in day to day work by optimally using available resources.	4.1 Explain the concept of energy conservation, global warming, pollution and utilize the available recourses optimally & remain sensitive to avoid environment pollution. 4.2 Dispose waste following standard procedure.
5. Explain personnel finance, entrepreneurship and manage/organize related task in day to day work for personal & societal growth.	5.1 Explain personnel finance and entrepreneurship. 5.2 Explain role of Various Schemes and Institutes for self-employment i.e. DIC, SIDA, SISI, NSIC, SIDO, Idea for financing/ non financing support agencies to familiarizes with the Policies /Programmes & procedure & the available scheme. 5.3 Prepare Project report to become an entrepreneur for submission to financial institutions.
6. Plan and organize the work related to the occupation.	6.1 Use documents, drawings and recognize hazards in the work site. 6.2 Plan workplace/ assembly location with due consideration to operational stipulation 6.3 Communicate effectively with others and plan project tasks 6.4 Assign roles and responsibilities of the co-trainees for execution of the task effectively and monitor the same.
SPECIFIC OUTCOME	
Block-I (Section:10)	
<p><i>Assessment Criteria i.e. the standard of performance, for each specific learning outcome mentioned under Block – I(section: 10) must ensure that the trainee works in familiar, predictable, routine, situation of clear choice. Assessment criteria should broadly cover the aspect of Planning (Identify, ascertain, etc.); Execution apply factual knowledge of field of knowledge, recall and demonstrate practical skill during</i></p>	

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*performing the work in routine and repetitive in narrow range of application, using appropriate rule and tool, complying with basic arithmetic and algebraic principles and language to communicate in written or oral with required clarity; **Checking/Testing** to ensure functionality during the assessment of each outcome. The assessments parameters must also ascertain that the candidate is responsible for his/her own work and learning.*



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BASIC TRAINING (Block – I)**Duration: (03) Three Months**

Week No.	Professional Skills (Trade Practical)	Professional Knowledge (Trade Theory)
1	Introduction to industry with importance of the trade. Role Play, Mock Call Practice, News Reading	CUSTOMER'S CARE SKILLS: Communicating clearly, avoiding jargon and slang, greeting early asking permission to hold respecting customer on hold, explaining transferring, offering service, building relationship.
3	Inter call listening and identification, self-development.	CROSS OCCUPATIONAL SKILL: Dealing with enquiries, complaint, problem solving – listening to the problem, expressing concern, apologizing, committing to help, clarifying the details summarizing and confirming providing total solution checking satisfaction and offering more
4	Call Listening, Mock Call Practice, Videos Soft Skill Training	CONFLICT MANAGEMENT (HANDLING UPSET CUSTOMER): Listening sympathetically, apologizing, taking responsibility now, outlining the plan to help gaining customer agreement. MANAGING AND ANGER AND ABUSE: Listening positively, reducing anger by apologizing Not taking personally, staying calm, be responsive, outlining the plan to help, agreeing on solution
5	Concentration On Customer Query, What actually they want.	TIME MANAGEMENT (CONTROLLING CALL TIME): Maintaining patience, responding and moving on, asking questions and offering help, summarizing, interrupting politely, using by name, sticking to rules.
6	Team Engagement, Fun and learn Activities	STRESS MANAGEMENT: Staying positive and calm, keeping motivated, maintaining professionalism, contributing to the team and organization.
7	Share Performance on Day by day and provide guidance	FOCUSING ON RESULT: Achieving target, getting it right first time committing to improve.
8	Convincing Power, Soft skill	TELE MARKETING SKILLS: On line advertisement and enquiry, getting orders, supplying items,

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		getting payment etc. Sales and Marketing Philosophy, Internal and external customer, Delighting and Holding Customer
9	Preparing in advance, Listening and question asking skill, Concentration on performance	INTERVIEWING SKILLS: Preparing in advance, Listening and question asking skill, Concentration on performance not in personality issues, be specific about success and future, agreeing on objectives, not imposing your ideas, not to be destructive, follow up any issues , using past to shape future etc.
10	Rapid Fire, Question-Answer. Mock calls, Soft skills, Convincing power.	LISTENING COMPREHENSION AND PUBLIC SPEAKING: Accent Training, Proficiency in English/Hindi/Regional Language, Voice Modulation Practice. TELEPHONE SKILLS: Effective call organization and Management for in-Bound and out-bound calls – handling multiple calls, transferring calls, taking message, voice mails, etc. Operation of EPBX console, call conferencing system, accustomed with various telephone tones – busy tone, ringing tone, fax tone, NU (Number unavailable) tone, voice interactive tones/ services etc.
11-13	Computer Practice And basic knowledge of computer, practice on Typing Application Internet Surfing with Computer Practice and printing and Compose and send mail.	COMPUTER OPERATIONAL SKILLS: Demonstration and identification of different input output devices – CPU, VDU, Keyboard, Interconnecting Cords, Hard disk, floppy disk, CD ROMs etc. Key Boarding Skills. Demonstration of Window commands, Booting practice, Use of task bar, start button, title bar, mouse menu and window’s help, using My Computer and Recycle bin etc. Opening and closing different windows, creating and renaming files and folders. Hands on practice of basic files, Directory manipulation commands – COPY, EDIT, DEL, TYPE, MD, RD, CD, RENAME, MOVE, etc.

		<p>DEMONSTRATION PRACTICE ON MS OFFICE:</p> <p>WORD PROCESSING (MS WORD): Creating, Saving, quitting, Opening Document, Moving Around Document, Manipulating Windows using tool bar, Editing Text – Insert, delete, move, copy, paste , Finding, replacing text, spell check, grammar check etc. Creating modifying Tables and doing calculation, creating a formation of charts and graphs etc. Creating and printing merged documents using mail merge.</p> <p>WORKSHEET (MS EXCEL): Elements of worksheets, application of electronic worksheet and entering data in Worksheet, Saving and Quitting, Opening and Moving around worksheet, Formatting cells, and Data copying, printing, editing and entering formula.</p> <p>DATA BASE (MS ACCESS): Data-based Management system – Microsoft Access Interface, Title Bar, Menu Bar, Tables, Query, Forms, Reports, Opening a form, report, Printing and closing etc.</p> <p>POWER POINT: Overview of power point, using wizard for creating slides, selecting slide type title, text creation, fonts and sizes, bullets & indenting and importing Text from word document.</p> <p>INTERNET OPERATIONAL SKILL: Networking concept, LAN WAN, Services on Internet – Websites (www) e-Mails, Voice Mails, Browser and search engines. Searching, Downloading, Printing, Saving portion of webpage. E-Mail addressing, Inbox, outbox viewing, sending and saving mails. Sending same mails to various users (multi-address) sending attachment and enclosures. Web Page Transaction.</p>
Internal Assessment 03days		

NOTE: - More emphasis to be given on video/real-life pictures during theoretical classes. Some real-life pictures/videos of related industry operations may be shown to the trainees to give a feel of Industry and their future assignment.

9.2 EMPLOYABILITY SKILLS

(DURATION: - 55 HRS.)

Block – I (Duration – 55 hrs.)	
1. English Literacy	
Duration: 20 Hrs. Marks : 09	
Pronunciation	Accentuation (mode of pronunciation) on simple words, Diction (use of word and speech)
Functional Grammar	Transformation of sentences, Voice change, Change of tense, Spellings.
Reading	Reading and understanding simple sentences about self, work and environment
Writing	Construction of simple sentences Writing simple English
Speaking / Spoken English	Speaking with preparation on self, on family, on friends/ classmates, on know, picture reading gain confidence through role-playing and discussions on current happening job description, asking about someone's job habitual actions. Cardinal (fundamental) numbers ordinal numbers. Taking messages, passing messages on and filling in message forms Greeting and introductions office hospitality, Resumes or curriculum vita essential parts, letters of application reference to previous communication.
2. I.T. Literacy	
Duration: 20 Hrs. Marks : 09	
Basics of Computer	Introduction, Computer and its applications, Hardware and peripherals, Switching on-Starting and shutting down of computer.
Computer Operating System	Basics of Operating System, WINDOWS, The user interface of Windows OS, Create, Copy, Move and delete Files and Folders, Use of External memory like pen drive, CD, DVD etc, Use of Common applications.
Word processing and Worksheet	Basic operating of Word Processing, Creating, opening and closing Documents, use of shortcuts, Creating and Editing of Text, Formatting the Text, Insertion & creation of Tables. Printing document. Basics of Excel worksheet, understanding basic commands, creating simple worksheets, understanding sample worksheets, use of simple formulas and functions, Printing of simple excel sheets.
Computer Networking and Internet	Basic of computer Networks (using real life examples), Definitions of Local Area Network (LAN), Wide Area Network (WAN), Internet, Concept of Internet (Network of Networks), Meaning of World Wide Web (WWW), Web Browser, Web Site, Web page and Search Engines. Accessing the Internet using Web Browser, Downloading and Printing Web Pages, Opening an email account and

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	use of email. Social media sites and its implication. Information Security and antivirus tools, Do's and Don'ts in Information Security, Awareness of IT - ACT, types of cybercrimes.
3. Communication Skills	
	Duration: 15 Hrs. Marks : 07
Introduction to Communication Skills	Communication and its importance Principles of Effective communication Types of communication - verbal, non verbal, written, email, talking on phone. Non verbal communication -characteristics, components-Para-language Body language Barriers to communication and dealing with barriers. Handling nervousness/ discomfort.
Listening Skills	Listening-hearing and listening, effective listening, barriers to effective listening guidelines for effective listening. Triple- A Listening - Attitude, Attention & Adjustment. Active Listening Skills.
Motivational Training	Characteristics Essential to Achieving Success. The Power of Positive Attitude. Self awareness Importance of Commitment Ethics and Values Ways to Motivate Oneself Personal Goal setting and Employability Planning.
Facing Interviews	Manners, Etiquettes, Dress code for an interview Do's & Don'ts for an interview.
Behavioral Skills	Problem Solving Confidence Building Attitude
4. Entrepreneurship Skills	
	Duration: 15 Hrs. Marks : 06
Concept of Entrepreneurship	Entrepreneur - Entrepreneurship - Enterprises:-Conceptual issue Entrepreneurship vs. management, Entrepreneurial motivation. Performance & Record, Role & Function of entrepreneurs in relation to the enterprise & relation to the economy, Source of business ideas, Entrepreneurial opportunities, The process of setting up a business.
Project Preparation & Marketing analysis	Qualities of a good Entrepreneur, SWOT and Risk Analysis. Concept & application of PLC, Sales & distribution Management. Different Between Small Scale & Large Scale Business, Market Survey, Method of marketing, Publicity and advertisement, Marketing Mix.
Institutions Support	Preparation of Project. Role of Various Schemes and Institutes for self-employment i.e. DIC, SIDA, SISI, NSIC, SIDO, Idea for financing/ non financing support agencies to familiarizes with the Policies

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	/Programmes & procedure & the available scheme.	
Investment Procurement	Project formation, Feasibility, Legal formalities i.e., Shop Act, Estimation & Costing, Investment procedure - Loan procurement - Banking Processes.	
5. Productivity		Duration: 10 Hrs. Marks : 05
Benefits	Personal / Workman - Incentive, Production linked Bonus, Improvement in living standard.	
Affecting Factors	Skills, Working Aids, Automation, Environment, Motivation - How improves or slows down.	
Comparison with developed countries	Comparative productivity in developed countries (viz. Germany, Japan and Australia) in selected industries e.g. Manufacturing, Steel, Mining, Construction etc. Living standards of those countries, wages.	
Personal Finance Management	Banking processes, Handling ATM, KYC registration, safe cash handling, Personal risk and Insurance.	
6. Occupational Safety, Health and Environment Education		Duration: 15 Hrs. Marks : 06
Safety & Health	Introduction to Occupational Safety and Health importance of safety and health at workplace.	
Occupational Hazards	Basic Hazards, Chemical Hazards, Vibroacoustic Hazards, Mechanical Hazards, Electrical Hazards, Thermal Hazards. Occupational health, Occupational hygienic, Occupational Diseases/ Disorders & its prevention.	
Accident & safety	Basic principles for protective equipment. Accident Prevention techniques - control of accidents and safety measures.	
First Aid	Care of injured & Sick at the workplaces, First-Aid & Transportation of sick person.	
Basic Provisions	Idea of basic provision legislation of India. Safety, health, welfare under legislative of India.	
Ecosystem	Introduction to Environment. Relationship between Society and Environment, Ecosystem and Factors causing imbalance.	
Pollution	Pollution and pollutants including liquid, gaseous, solid and hazardous waste.	
Energy Conservation	Conservation of Energy, re-use and recycle.	
Global warming	Global warming, climate change and Ozone layer depletion.	
Ground Water	Hydrological cycle, ground and surface water, Conservation and Harvesting of water.	
Environment	Right attitude towards environment, Maintenance of in -house environment.	
7. Labour Welfare Legislation		Duration : 05 Hrs. Marks : 03
Welfare Acts	Benefits guaranteed under various acts- Factories Act, Apprenticeship	

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	Act, Employees State Insurance Act (ESI), Payment Wages Act, Employees Provident Fund Act, The Workmen's compensation Act.
8. Quality Tools	Duration: 10 Hrs. Marks : 05
Quality Consciousness	Meaning of quality, Quality characteristic.
Quality Circles	Definition, Advantage of small group activity, objectives of quality Circle, Roles and function of Quality Circles in Organization, Operation of Quality circle. Approaches to starting Quality Circles, Steps for continuation Quality Circles.
Quality Management System	Idea of ISO 9000 and BIS systems and its importance in maintaining qualities.
House Keeping	Purpose of House-keeping, Practice of good Housekeeping.
Quality Tools	Basic quality tools with a few examples.



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10. DETAILS OF COMPETENCIES (ON-JOB TRAINING)

BROAD LEARNING TO BE COVERED IN INDUSTRY FOR CUSTOMER CARE ASSOCIATE TRADE:

1. Safety and best practices /Basic Industrial Culture (5S, KAIZEN, etc.)
2. Record keeping and documentation

Note: Actual training will depend on the existing facilities available in the establishments.

The **competencies/ specific outcomes** on completion of On-Job Training are detailed below: -

BLOCK – I

- 1 Application Introduction and System Practice, Role play
- 2 Career growth in BPO & KPO(Bottom Level ,Middle Level, Top Level Management)(Executive, Sr. Executive/ Team Leader/ Manager/ AGM/ DGM/AVP/VP/ Director growth point should be covered under the Orientation programme
- 3 Function & Roles in BPO Department (HR/IT/Admin/Operations / Training/ Quality/ MIS)(Internal Job Posting)
- 4 Team Meeting , Group Discussion(Take Some Suggestion From Associate how we make our work easy and if any change require for make easy)
- 5 Understanding about the new product launch and particular of the specification & Updates.
- 6 Practice on call listening and video demonstration with role play
- 7 Practice on Listening and question asking skill, Concentration on performance with role play
- 8 Practice on mock call and telephone etiquette.
- 9 Team, Performance & Time Management. (Example, Share the performance and instruct them to correct and need to provide proper attention on weaker part)
- 10 Weekly Product & Process Knowledge Test(Take Test on New Update and check current Knowledge of associates)

Note:

1. Industry must ensure that above mentioned competencies are achieved by the trainees during their on job training.
2. In addition to above competencies/ outcomes industry may impart additional training relevant to the specific industry.

INFRASTRUCTURE FOR PROFESSIONAL SKILL & PROFESSIONAL KNOWLEDGE

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LIST OF TOOLS AND EQUIPMENT for Basic Training (For 20 Apprentices)			
Sl. no.	Name of the Tool & Equipments	Specification	Quantity
1	Computer System with Headphone and mic		21
2	Projector		1
3	Software like PACS (Provisioning And Customer Care System), ICRM (Integrated Customer Relationship Management), Crystal etc.		1
4	Network Printer		1
5	Computer chairs and tables		As required

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TOOLS & EQUIPMENTS FOR EMPLOYABILITY SKILLS		
Sl. No.	Name of the Equipment	Quantity
1.	Computer (PC) with latest configurations and Internet connection with standard operating system and standard word processor and worksheet software	10 Nos.
2.	UPS - 500VA	10 Nos.
3.	Scanner cum Printer	1 No.
4.	Computer Tables	10 Nos.
5.	Computer Chairs	20 Nos.
6.	LCD Projector	1 No.
7.	White Board 1200mm x 900mm	1 No.

Note: - Above Tools & Equipments not required, if Computer LAB is available in the institute.

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FORMAT FOR INTERNAL ASSESSMENT

Name & Address of the Assessor :				Year of Enrollment :										
Name & Address of ITI (Govt./Pvt.) :				Date of Assessment :										
Name & Address of the Industry :				Assessment location: Industry / ITI										
Trade Name :		Semester:		Duration of the Trade/course:										
Learning Outcome:														
Sl. No	Maximum Marks (Total 100 Marks)		15	5	10	5	10	10	5	10	15	15	Total internal assessment Marks	Result (Y/N)
	Candidate Name	Father's/Mother's Name	Safety consciousness	Workplace hygiene	Attendance/ Punctuality	Ability to follow Manuals/ Written instructions	Application of Knowledge	Skills to handle tools & equipment	Economical use of materials	Speed in doing work	Quality in workmanship	VIVA		
1														
2														