



COURSE NAME: CRM Domestic Voice

NSQF LEVEL: 4

REFERENCE ID: SSC/Q2210

ALIGNED TO: NCO-2015/5244.0101

Brief Job Description:

Individuals in this job receive and make telephone calls which are primarily scripted, basic and routine with the assistance of a computerised system. They answer inquiries, resolve problems, record complaints and/or receive feedback.

Personal Attributes:

This job requires the individual to work independently and interact with customers. The individual should be result oriented and should also be able to demonstrate logical thinking and interpersonal skills; ensure prioritization of workload and should be willing to work at a desk-based job.

Module 1 : Make Outbound Calls to Customers

- | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">• Establish contact with customers, following organization's procedures. |
| <ul style="list-style-type: none">• Introduce yourself, the purpose of the call and, following standard scripts |
| <ul style="list-style-type: none">• Obtain information from customers to identify their needs |
| <ul style="list-style-type: none">• Make convincing sales pitches to customers following standard scripts |
| <ul style="list-style-type: none">• Handle customer queries, objections and rebuttals following standard scripts |
| <ul style="list-style-type: none">• Adapt your approach and style to customer preferences, within the limits of your competence and authority |
| <ul style="list-style-type: none">• Refer issues outside your area of competence and authority to appropriate people, following your organization's procedures |
| <ul style="list-style-type: none">• Identify and act on opportunities to up-sell or cross-sell other products/ services to customers |
| <ul style="list-style-type: none">• Confirm customer wishes and needs in order to close sales |
| <ul style="list-style-type: none">• Obtain required financial information from customers, following your organization's procedures |
| <ul style="list-style-type: none">• Complete your organization's post-sales procedures in order to complete/ full fill sales |
| <ul style="list-style-type: none">• Comply with relevant standards, policies, procedures and guidelines when making outbound telesales calls |
| <ul style="list-style-type: none">• Digital Literacy-Basic of Computer |
| <ul style="list-style-type: none">• Digital Literacy-Basic of MS Office |
| <ul style="list-style-type: none">• Business Communication- Basic of Internet |
| <ul style="list-style-type: none">• Business Communication- Basic of Email writing |
| <ul style="list-style-type: none">• Personality Development- Story/Case Study based brain storming session |
| <ul style="list-style-type: none">• Personality Development- Group Discussion |



Module 2 : Manage Your Work to Meet Requirements

- Establish and agree your work requirements with appropriate people
- Keep your immediate work area clean & tidy
- Use resources correctly & efficiently.
- Treat confidential information correctly
- Work in line with your organization's policies & procedures
- Work within the limits of your job role
- Obtain guidance from appropriate people, where necessary
- Ensure your work meets the agreed requirements
- Digital Literacy-Basic of MS Word
- Digital Literacy- Basic of MS Excel
- Business Communication- Basic of listening skill
- Business Communication- Basic of Concall
- Personality Development- Interaction with SME
- Personality Development- Interaction with Corporate

Assessment for Module 2



Module 3 : Managing Health & Safety

- Comply/adhere with your organization's current health, safety and security policies and procedures
- Report any identified breaches in health, safety & security policies and procedures to the designated person
- Identify and correct any hazards that you can deal with safely, competently and within the limits of your authority
- Report any hazards that you are not competent to deal with to the relevant person in line with organizational procedures and warn other people who may be affected
- Follow your organization's emergency procedures promptly, calmly, and efficiently.
- Identify and recommend opportunities for improving health, safety, and security to the designated person
- Complete any health and safety records legibly and accurately.
- Digital Literacy- Basic of MS PowerPoint
- Business Communication- Basic of Video call
- Personality Development- Conflict Management
- Personality Development- Interpersonal Skill
- Personality Development- Importance of Team
- Personality Development- Objection/rejection Handling

Assessment for Module 3

Interaction with Subject Matter Expert

Certification