



COURSE NAME: Customer Care Executive

NSQF LEVEL: 4

REFERENCE ID: TEL/Q0100

ALIGNED TO: NCO-2015/5244.0303

Brief Job Description:

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 customers queries, requests and complaints in a timely manner.

Personal Attributes:

This job requires the individual to have good communication skills with a clear diction, ability to construct simple and sensible sentences; ability to comprehend simple English sentences; good problem solving skills and ability to approach problems logically; strong customer service focus; ability to work under pressure and active listening skills. The individual should also be willing and comfortable to work in shifts.

Module 1 : Introduction & Key Concepts

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| • Introduction to Customer Care Executive |
| • Understand Call Centre & Key Concept |
| • Different Types of BPO & BPO,KPO and HRO Industry |
| • Educating the role of a Customer Care Executive |
| • Types Call Center |
| • Types of Customer Support |
| • Work Environment & Hierarchy in a BPO |
| • Job Hierarchy in a Call Center |
| • Different Departments in a Call Center |
| • How to became a Call Center Executive |
| • Few Call Center Terminologies |
| • Basic of Computer |
| • Basic of Internet |
| • Story / Case Study Based Brain Storming Session |

Assessment for Module 1



Module 2 : How to Attend and Make Customer Calls

- Role of a Customer Care Executive
- Responsibility of a Customer Care Executive Like - Minimum Call, Login Time,
- Understanding of Inbound & Outbound Process
- Skill Required for Inbound & Outbound Process
- Understanding of Prepaid & Postpaid Services
- How to open a call
- Complete process of a call
- Phone Etiquettes
- Impact of a Good Phone Etiquette
- Impact of voice tone
- Understanding of ACHT and AHT
- Importance of ACHT - Total time Spent with the customer
- How to Reduce ACHT
- Call Hold & Call Transfer to Supervisor
- Hold Time, Unhold & Hold Refresh
- Concept & Value of ACHT/AHT, Login Hours, SLA in a Call Centre
- How to Reduce Hold Time
- Understanding of CRM & Other Software
- Understanding of Tagging (QRCs Record)
- Phone Etiquettes
- Understanding of Software's & Tagging
- Importance of Typing Speed & Accuracy
- Basic of MS Office
- Basic of Email Writing
- Group Discussion

Assessment for Module 2



Module 3 : Resolving Customer's Query, Request & Complaint

- Introduction of QRC
- Categorization of QRC
- Understanding of Query
- Understanding of Request
- Understanding of Complaint
- Reasons for a Complaint
- Customer verification prior to giving account related information
- Importance of Customer categorization basis on urgency of QRC
- Types of Customers & Handling Techniques
- Handling Angry Customers
- Handling Demanding Customers
- Handling Passive Customer
- Handling Irate Customer with Heat Process
- Basics of Call handling
- Recording QRCs
- Escalation Matrices/Call Forward to Supervisor
- Call Resolution should be 80% (FTR/NFTR)
- Basic of MS Word
- Basic of Listening Skill
- Interaction With SME

Assessment for Module 3



Module 4 : How to Develop Relationship with Customer

- Categorization of Customer basis on urgency of QRC
- Instant Customer Feedback & CSAT
- Why Feedback is Important
- Types of Feedback
- Feedback Parameter for CCE and Company
- Advantage of Customer Feedback
- Repeat Call
- Disadvantage of repeat call
- Extra service offering through rapport building with Customers
- Importance of Rapport Building
- Why Rapport Building
- How Rapport Building helps a CCE
- Offering Extra Assistance to the Customer to Create WOW Factor
- Avoid use of jargons, slangs and technical words
- Greetings in customer preferred language
- Understanding of Jargon
- Understanding of Slangs
- Different Between Jargons of Slangs
- Confidentiality of data
- Importance of Data Security
- Client Confidentiality
- Basic of MS Excel
- Basic of Concall
- Interaction With Corporate



Module 5 : Reports and Performance Review

- Reports & Performance Review
- Performance Review of a CCE
- Review of individual call login time, Attendance, ACHT
- CCE should know Quality Parameters like - opening greeting, security checks, closing greeting, hold, dead air, Tagging etc
- CCE should analyse self-reports like update on AHT, login time etc
- Different Type of Reporting - Daily Reports
- Different Type of Reporting - Weekly Reports
- Different Type of Reporting - MTD Reports
- Different Type of Reporting - Monthly Reports
- Understanding Key Responsibility Area
- KRA & KPI of a CCE
- Decision Making & Being Assertive
- Understanding of Being Assertive
- Useful tips for being assertive
- Handling Pressure and saying "No"
- Decision Making Skills
- Basic of MS power Point
- Basic of Video call
- Conflict Management
- Interpersonal Skill

Assessment for Module 5



Module 6 : Proactive selling

- Understanding of Proactive Selling
- Why Proactive Selling/Approach
- How to do Proactive Selling
- Concept Of Sell
- Probing of a customer to know buying behaviour & needs
- Why we need Probing
- How to do Good Probing
- Open & Close Ended Questions
- Difference between Open & Close Ended Questions
- How to ask Open & Close Ended Questions
- Navigate through customers account history to identify the usage pattern
- Servicing a Confused, Demanding & Customer (Offer customized solution from the range of products/services available with the organization)
- DISC Behaviour Model
- Dealing with difficult People
- Importance of Team
- Objection / Rejection Handling

Assessment for Module 6

Interaction with Subject Matter Expert

Certification