

Qualification Pack



Call Center Executive

QP Code: TEL/Q0100

Version: 5.0

NSQF Level: 3

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Qualification Pack

Contents

TEL/Q0100: Call Center Executive	3
<i>Brief Job Description</i>	3
Applicable National Occupational Standards (NOS)	3
<i>Compulsory NOS</i>	3
<i>Qualification Pack (QP) Parameters</i>	3
TEL/N0101: Handle telecom customer service and sales interactions	5
TEL/N0102: Engage customers and assist in telecom showroom operations	10
TEL/N0115: Monitor review and improve self-performance	15
TEL/N2217: Maintain workplace efficiency and personal appearance	19
DGT/VSQ/N0101: Employability Skills (30 Hours)	23
Assessment Guidelines and Weightage	28
<i>Assessment Guidelines</i>	28
<i>Assessment Weightage</i>	29
Acronyms	30
Glossary	32

Qualification Pack

TEL/Q0100: Call Center Executive

Brief Job Description

A Call Center Executive is responsible for addressing customer queries, requests, and complaints through walk-in interactions and telephonic support, ensuring timely resolution. The role also involves promoting and selling the organization's products and services while maintaining a customer-centric approach.

Personal Attributes

The individual should possess strong problem-solving abilities, time management skills, and the ability to perform well under pressure. The person should be patient, attentive, and capable of clear communication. A goal-oriented mindset, persuasive skills, and a willingness to learn are essential in this role.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [TEL/N0101: Handle telecom customer service and sales interactions](#)
2. [TEL/N0102: Engage customers and assist in telecom showroom operations](#)
3. [TEL/N0115: Monitor review and improve self-performance](#)
4. [TEL/N2217: Maintain workplace efficiency and personal appearance](#)
5. [DGT/VSQ/N0101: Employability Skills \(30 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	Telecom
Sub-Sector	Service Provider
Occupation	Customer Service – Service Segment
Country	India
NSQF Level	3
Credits	14
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5242.0303

Qualification Pack

Minimum Educational Qualification & Experience	10th grade pass OR 8th grade pass with 3 Years of experience in Customer Service – Client Handling OR Previous relevant Qualification of NSQF Level 2.5 with 1.5 years of experience in Customer Service – Client Handling
Minimum Level of Education for Training in School	Not Applicable
Pre-Requisite License or Training	NA
Minimum Job Entry Age	15 Years
Last Reviewed On	NA
Next Review Date	30/04/2028
NSQC Approval Date	08/05/2025
Version	5.0
Reference code on NQR	QG-03-TL-04078-2025-V2-TSSC
NQR Version	2.0

Qualification Pack

TEL/N0101: Handle telecom customer service and sales interactions

Description

This unit covers managing customer interactions across multiple channels, resolving queries and complaints, and identifying sales opportunities to enhance telecom service delivery

Scope

The scope covers the following :

- Address customer queries, requests, and complaints
- Conduct inbound and outbound calls for service and sales

Elements and Performance Criteria

Address customer queries, requests, and complaints

To be competent, the user/individual on the job must be able to:

- PC1.** collect and log customer queries, requests, or complaints using the prescribed format
- PC2.** assess customer details and history using Customer Relationship Management (CRM) tools to provide accurate responses
- PC3.** categorize customer interactions and initiate appropriate resolution processes
- PC4.** address customer queries, requests, and complaints in a timely manner
- PC5.** respond courteously and efficiently to customer inquiries via phone and in person
- PC6.** prioritize customer interactions based on the urgency of their queries or complaints
- PC7.** provide immediate solutions where possible and communicate the estimated resolution time for pending requests
- PC8.** follow escalation procedures for unresolved queries and seek guidance from supervisors
- PC9.** inform customers about the status of their complaints and resolutions
- PC10.** coordinate with relevant departments to ensure timely resolution of customer concerns
- PC11.** document customer interactions and resolutions accurately in the CRM system

Conduct inbound and outbound calls for service and sales

To be competent, the user/individual on the job must be able to:

- PC12.** follow standard calling scripts and comply with telecalling guidelines
- PC13.** handle incoming and outgoing calls professionally, addressing customer needs and concerns
- PC14.** adhere to organizational guidelines related to Average Call Handling Time (ACHT), Average Hold Time (AHT), and Turnaround Time (TAT)
- PC15.** collect and verify customer data for service and sales interactions
- PC16.** identify potential sales opportunities by analyzing customer usage patterns and preferences
- PC17.** present suitable telecom products and services, highlighting Features, Advantages, and Benefits (FABs)
- PC18.** offer customized solutions based on customer requirements
- PC19.** document customer feedback, inquiries, and complaints in the system

Qualification Pack

PC20. coordinate with sales and marketing teams for lead management and follow-ups

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard procedures for customer service and sales processes
- KU2.** methods for handling and resolving customer inquiries efficiently
- KU3.** functions and navigation of CRM software and intranet tools
- KU4.** organizational procedures for managing customer interactions
- KU5.** techniques for effective probing to understand customer needs
- KU6.** procedures for recording and retrieving customer data
- KU7.** Turnaround Time (TAT) and Service Level Agreements (SLA) for various processes
- KU8.** escalation protocols for unresolved queries
- KU9.** call handling metrics such as average call handling time and Average Hold Time (AHT)
- KU10.** telemarketing techniques and approaches for upselling and cross-selling
- KU11.** relevant telecom product specifications and comparison with competitor offerings
- KU12.** best practices for documenting customer interactions in CRM systems

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** communicate clearly and professionally
- GS2.** actively listen to customers and respond appropriately
- GS3.** adapt communication style to match customer preferences
- GS4.** maintain a courteous and customer-centric approach in all interactions
- GS5.** manage time effectively to handle multiple customer interactions efficiently
- GS6.** analyze customer feedback to improve service delivery
- GS7.** follow organizational procedures for data security and confidentiality
- GS8.** use digital tools efficiently for customer data management and documentation
- GS9.** identify opportunities for service improvements and process enhancements
- GS10.** adhere to workplace standards and maintain professional conduct

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Address customer queries, requests, and complaints</i>	16	20	-	10
PC1. collect and log customer queries, requests, or complaints using the prescribed format	1	2	-	1
PC2. assess customer details and history using Customer Relationship Management (CRM) tools to provide accurate responses	2	2	-	1
PC3. categorize customer interactions and initiate appropriate resolution processes	2	2	-	1
PC4. address customer queries, requests, and complaints in a timely manner	2	2	-	1
PC5. respond courteously and efficiently to customer inquiries via phone and in person	2	2	-	1
PC6. prioritize customer interactions based on the urgency of their queries or complaints	2	2	-	1
PC7. provide immediate solutions where possible and communicate the estimated resolution time for pending requests	1	2	-	1
PC8. follow escalation procedures for unresolved queries and seek guidance from supervisors	1	2	-	1
PC9. inform customers about the status of their complaints and resolutions	1	2	-	1
PC10. coordinate with relevant departments to ensure timely resolution of customer concerns	1	1	-	0.5
PC11. document customer interactions and resolutions accurately in the CRM system	1	1	-	0.5
<i>Conduct inbound and outbound calls for service and sales</i>	14	30	-	10
PC12. follow standard calling scripts and comply with telecalling guidelines	2	4	-	1

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. handle incoming and outgoing calls professionally, addressing customer needs and concerns	2	4	-	1
PC14. adhere to organizational guidelines related to Average Call Handling Time (ACHT), Average Hold Time (AHT), and Turnaround Time (TAT)	2	5	-	2
PC15. collect and verify customer data for service and sales interactions	2	5	-	1
PC16. identify potential sales opportunities by analyzing customer usage patterns and preferences	2	4	-	1
PC17. present suitable telecom products and services, highlighting Features, Advantages, and Benefits (FABs)	1	2	-	1
PC18. offer customized solutions based on customer requirements	1	2	-	1
PC19. document customer feedback, inquiries, and complaints in the system	1	2	-	1
PC20. coordinate with sales and marketing teams for lead management and follow-ups	1	2	-	1
NOS Total	30	50	-	20

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N0101
NOS Name	Handle telecom customer service and sales interactions
Sector	Telecom
Sub-Sector	Service Provider
Occupation	Customer Service – Service Segment
NSQF Level	3
Credits	4
Version	5.0
Last Reviewed Date	08/05/2025
Next Review Date	30/04/2028
NSQC Clearance Date	08/05/2025

Qualification Pack

TEL/N0102: Engage customers and assist in telecom showroom operations

Description

This unit focuses on engaging customers to build strong customer relationships, and assisting in telecom showroom operations and facilitating product and service sales to enhance customer experience

Scope

The scope covers the following :

- Interact effectively with customers
- Assist in showroom upkeep and sales

Elements and Performance Criteria

Interact effectively with customers

To be competent, the user/individual on the job must be able to:

- PC1.** attend to customers by providing personalized service in a professional manner
- PC2.** inquire about customer's requirements for products and services
- PC3.** provide tailored solutions by aligning customer needs with the organization's offerings
- PC4.** inform customers about various promotions, loyalty programs, and bundled offers
- PC5.** guide customers in selecting the right products/services based on their preferences and needs
- PC6.** process sales transactions, issue invoices, and ensure accurate billing
- PC7.** follow up with customers' post-purchase to ensure satisfaction and build long-term relationships

Assist in showroom upkeep and sales

To be competent, the user/individual on the job must be able to:

- PC8.** maintain showroom displays clean and presentable in alignment with company branding policies
- PC9.** restock products and update price tags as per company policies, through coordination with the supervisor
- PC10.** track daily sales, footfall, and customer inquiries to help analyze showroom performance
- PC11.** identify upselling and cross-selling opportunities to maximize sales revenue
- PC12.** adhere to the recommended security measures for cash handling, inventory, and customer data privacy

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard procedures for customer engagement and showroom management

Qualification Pack

- KU2.** relevant policies, promotional offers, and loyalty programs
- KU3.** different categories of customers and their buying behaviors
- KU4.** the importance of a well-maintained showroom in influencing customer decisions
- KU5.** product features, specifications, pricing, and warranty details
- KU6.** the techniques for upselling and cross-selling to improve revenue
- KU7.** billing, invoicing, and transaction processes in a retail setup
- KU8.** process of handling customer complaints and query escalation
- KU9.** key sales metrics such as conversion rate, footfall, and revenue targets
- KU10.** security and data protection protocols in showroom operations
- KU11.** the impact of positive customer interactions on business growth
- KU12.** the importance of adherence to service level agreements (SLAs) and response times

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** communicate effectively in English and the relevant local language
- GS2.** maintain a professional and approachable demeanor while interacting with customers
- GS3.** actively listen to customer needs and provide appropriate recommendations
- GS4.** handle objections and complaints diplomatically
- GS5.** manage time efficiently to attend to multiple customers
- GS6.** maintain accuracy in financial transactions and invoicing
- GS7.** collaborate with team members to improve showroom performance
- GS8.** demonstrate adaptability to changing customer preferences and business requirements

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Interact effectively with customers</i>	21	30	-	13
PC1. attend to customers by providing personalized service in a professional manner	3	4	-	2
PC2. inquire about customer's requirements for products and services	3	4	-	2
PC3. provide tailored solutions by aligning customer needs with the organization's offerings	4	4	-	2
PC4. inform customers about various promotions, loyalty programs, and bundled offers	4	4	-	2
PC5. guide customers in selecting the right products/services based on their preferences and needs	2	4	-	2
PC6. process sales transactions, issue invoices, and ensure accurate billing	3	5	-	2
PC7. follow up with customers' post-purchase to ensure satisfaction and build long-term relationships	2	5	-	1
<i>Assist in showroom upkeep and sales</i>	9	20	-	7
PC8. maintain showroom displays clean and presentable in alignment with company branding policies	1	4	-	1
PC9. restock products and update price tags as per company policies, through coordination with the supervisor	2	4	-	1
PC10. track daily sales, footfall, and customer inquiries to help analyze showroom performance	2	4	-	2
PC11. identify upselling and cross-selling opportunities to maximize sales revenue	2	4	-	2
PC12. adhere to the recommended security measures for cash handling, inventory, and customer data privacy	2	4	-	1

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
NOS Total	30	50	-	20

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N0102
NOS Name	Engage customers and assist in telecom showroom operations
Sector	Telecom
Sub-Sector	Service Provider
Occupation	Customer Service – Service Segment
NSQF Level	3
Credits	4
Version	5.0
Last Reviewed Date	08/05/2025
Next Review Date	30/04/2028
NSQC Clearance Date	08/05/2025

Qualification Pack

TEL/N0115: Monitor review and improve self-performance

Description

This unit covers the skills and knowledge required to track, evaluate, and improve self-performance based on key work metrics and feedback

Scope

The scope covers the following :

- Track and document work performance
- Identify areas for improvement
- Review performance improvement with supervisor

Elements and Performance Criteria

Track and document work performance

To be competent, the user/individual on the job must be able to:

- PC1.** record daily work-related metrics such as login hours, customer interactions, call handling time, and attendance
- PC2.** maintain accurate records of completed tasks and escalate issues as per company guidelines
- PC3.** compare personal performance against assigned sales, service, or operational targets

Identify areas for improvement

To be competent, the user/individual on the job must be able to:

- PC4.** collect and review customer and supervisor feedback related to service quality and work efficiency
- PC5.** identify strengths and areas for improvement based on feedback and audit results
- PC6.** implement corrective actions suggested by supervisors to enhance work performance

Review performance improvement with supervisor

To be competent, the user/individual on the job must be able to:

- PC7.** conduct periodic performance reviews to discuss progress and improvement areas
- PC8.** seek clarifications on expectations and apply suggested strategies for better efficiency
- PC9.** adapt to changes in work processes and performance requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** importance of tracking login hours, attendance, customer interactions, and handling time
- KU2.** workplace expectations regarding sales, service, and operational efficiency
- KU3.** sources of feedback such as customers, supervisors, and internal reports
- KU4.** methods to use feedback constructively for self-improvement
- KU5.** guidelines for documentation, escalation, and customer handling

Qualification Pack

- KU6.** importance of following security protocols and data privacy rules
- KU7.** methods to address performance gaps and enhance efficiency
- KU8.** importance of proactive learning and skill development

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** read and interpret work-related reports, feedback, and guidelines
- GS2.** communicate effectively with supervisors and peers to seek feedback and clarify expectations
- GS3.** follow time management practices to enhance productivity
- GS4.** maintain a positive approach toward self-improvement
- GS5.** adapt to changes in work processes and targets
- GS6.** seek guidance and training to enhance work-related skills

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Track and document work performance</i>	10	20	-	8
PC1. record daily work-related metrics such as login hours, customer interactions, call handling time, and attendance	3	6	-	2
PC2. maintain accurate records of completed tasks and escalate issues as per company guidelines	4	7	-	3
PC3. compare personal performance against assigned sales, service, or operational targets	3	7	-	3
<i>Identify areas for improvement</i>	10	20	-	8
PC4. collect and review customer and supervisor feedback related to service quality and work efficiency	3	6	-	3
PC5. identify strengths and areas for improvement based on feedback and audit results	4	7	-	2
PC6. implement corrective actions suggested by supervisors to enhance work performance	3	7	-	3
<i>Review performance improvement with supervisor</i>	10	10	-	4
PC7. conduct periodic performance reviews to discuss progress and improvement areas	3	4	-	2
PC8. seek clarifications on expectations and apply suggested strategies for better efficiency	4	3	-	1
PC9. adapt to changes in work processes and performance requirements	3	3	-	1
NOS Total	30	50	-	20

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N0115
NOS Name	Monitor review and improve self-performance
Sector	Telecom
Sub-Sector	Service Provider
Occupation	Customer Service – Service Segment
NSQF Level	3
Credits	3
Version	3.0
Last Reviewed Date	08/05/2025
Next Review Date	30/04/2028
NSQC Clearance Date	08/05/2025

Qualification Pack

TEL/N2217: Maintain workplace efficiency and personal appearance

Description

This unit covers maintaining a professional work environment and personal presentation while ensuring efficient handling of customer interactions and service requests.

Scope

The scope covers the following :

- Maintain professional appearance
- Organize and manage the work area

Elements and Performance Criteria

Maintain professional appearance

To be competent, the user/individual on the job must be able to:

- PC1.** adhere to prescribed uniform/dress code and grooming standards as per organizational guidelines
- PC2.** maintain personal hygiene and professional etiquette in the workplace
- PC3.** wear and display identification badges as per standard operating procedures
- PC4.** greet customers courteously, understand their concerns, and provide relevant assistance

Organize and manage the work area

To be competent, the user/individual on the job must be able to:

- PC5.** log customer queries, complaints, and service requests in Customer Relationship Management(CRM) software, registers, or other designated software
- PC6.** record and update daily customer interactions, service requests, and unit intake for repair/replacement
- PC7.** verify and validate customer documents for service processing, ensuring compliance with company policies
- PC8.** monitor turnaround time and adherence to Service Level Agreements (SLAs) for customer resolutions
- PC9.** utilize digital tools and applications to streamline data entry, tracking, and customer service processes
- PC10.** manage workload efficiently to meet productivity, service, and quality benchmarks

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the policies on dress code, grooming, and workplace conduct
- KU2.** standard procedures for customer service documentation and data management
- KU3.** functions of key departments and escalation protocols for issue resolution
- KU4.** service targets, key performance indicators (KPIs), and quality benchmarks

Qualification Pack

KU5. the use of relevant digital tools, CRM software, and reporting systems in customer service operations

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** maintain a professional and approachable demeanor in customer interactions
- GS2.** communicate clearly and effectively with customers, colleagues, and supervisors
- GS3.** listen actively to customer concerns and provide accurate information
- GS4.** organize and prioritize tasks to meet service targets and deadlines
- GS5.** handle customer complaints and escalations with patience and problem-solving skills
- GS6.** use digital tools and software for data entry, tracking, and reporting
- GS7.** follow written instructions, guidelines, and service protocols accurately
- GS8.** work collaboratively with team members to improve efficiency and customer satisfaction
- GS9.** adapt to new technology, software updates, and process changes
- GS10.** maintain confidentiality and integrity while handling customer data

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Maintain professional appearance</i>	12	20	-	8
PC1. adhere to prescribed uniform/dress code and grooming standards as per organizational guidelines	3	5	-	2
PC2. maintain personal hygiene and professional etiquette in the workplace	3	5	-	2
PC3. wear and display identification badges as per standard operating procedures	3	5	-	2
PC4. greet customers courteously, understand their concerns, and provide relevant assistance	3	5	-	2
<i>Organize and manage the work area</i>	18	30	-	12
PC5. log customer queries, complaints, and service requests in Customer Relationship Management(CRM) software, registers, or other designated software	3	5	-	2
PC6. record and update daily customer interactions, service requests, and unit intake for repair/replacement	3	5	-	2
PC7. verify and validate customer documents for service processing, ensuring compliance with company policies	3	5	-	2
PC8. monitor turnaround time and adherence to Service Level Agreements (SLAs) for customer resolutions	3	5	-	2
PC9. utilize digital tools and applications to streamline data entry, tracking, and customer service processes	3	5	-	2
PC10. manage workload efficiently to meet productivity, service, and quality benchmarks	3	5	-	2
NOS Total	30	50	-	20

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N2217
NOS Name	Maintain workplace efficiency and personal appearance
Sector	Telecom
Sub-Sector	
Occupation	Customer Service - Handset Segment
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	08/05/2025
Next Review Date	30/04/2028
NSQC Clearance Date	08/05/2025

Qualification Pack

DGT/VSQ/N0101: Employability Skills (30 Hours)

Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

Elements and Performance Criteria

Introduction to Employability Skills

To be competent, the user/individual on the job must be able to:

PC1. understand the significance of employability skills in meeting the job requirements

Constitutional values – Citizenship

To be competent, the user/individual on the job must be able to:

PC2. identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices

Becoming a Professional in the 21st Century

To be competent, the user/individual on the job must be able to:

PC3. explain 21st Century Skills such as Self-Awareness, Behavior Skills, Positive attitude, self-motivation, problem-solving, creative thinking, time management, social and cultural awareness, emotional awareness, continuous learning mindset etc.

Basic English Skills

To be competent, the user/individual on the job must be able to:

PC4. speak with others using some basic English phrases or sentences

Communication Skills

To be competent, the user/individual on the job must be able to:

PC5. follow good manners while communicating with others

PC6. work with others in a team

Qualification Pack

Diversity & Inclusion

To be competent, the user/individual on the job must be able to:

PC7. communicate and behave appropriately with all genders and PwD

PC8. report any issues related to sexual harassment

Financial and Legal Literacy

To be competent, the user/individual on the job must be able to:

PC9. use various financial products and services safely and securely

PC10. calculate income, expenses, savings etc.

PC11. approach the concerned authorities for any exploitation as per legal rights and laws

Essential Digital Skills

To be competent, the user/individual on the job must be able to:

PC12. operate digital devices and use its features and applications securely and safely

PC13. use internet and social media platforms securely and safely

Entrepreneurship

To be competent, the user/individual on the job must be able to:

PC14. identify and assess opportunities for potential business

PC15. identify sources for arranging money and associated financial and legal challenges

Customer Service

To be competent, the user/individual on the job must be able to:

PC16. identify different types of customers

PC17. identify customer needs and address them appropriately

PC18. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

To be competent, the user/individual on the job must be able to:

PC19. create a basic biodata

PC20. search for suitable jobs and apply

PC21. identify and register apprenticeship opportunities as per requirement

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills

KU2. various constitutional and personal values

KU3. different environmentally sustainable practices and their importance

KU4. Twenty first (21st) century skills and their importance

KU5. how to use basic spoken English language

KU6. Do and dont of effective communication

KU7. inclusivity and its importance

KU8. different types of disabilities and appropriate communication and behaviour towards PwD

KU9. different types of financial products and services

Qualification Pack

- KU10.** how to compute income and expenses
- KU11.** importance of maintaining safety and security in financial transactions
- KU12.** different legal rights and laws
- KU13.** how to operate digital devices and applications safely and securely
- KU14.** ways to identify business opportunities
- KU15.** types of customers and their needs
- KU16.** how to apply for a job and prepare for an interview
- KU17.** apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** communicate effectively using appropriate language
- GS2.** behave politely and appropriately with all
- GS3.** perform basic calculations
- GS4.** solve problems effectively
- GS5.** be careful and attentive at work
- GS6.** use time effectively
- GS7.** maintain hygiene and sanitisation to avoid infection

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	1	1	-	-
PC1. understand the significance of employability skills in meeting the job requirements	-	-	-	-
<i>Constitutional values – Citizenship</i>	1	1	-	-
PC2. identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	1	3	-	-
PC3. explain 21st Century Skills such as Self-Awareness, Behavior Skills, Positive attitude, self-motivation, problem-solving, creative thinking, time management, social and cultural awareness, emotional awareness, continuous learning mindset etc.	-	-	-	-
<i>Basic English Skills</i>	2	3	-	-
PC4. speak with others using some basic English phrases or sentences	-	-	-	-
<i>Communication Skills</i>	1	1	-	-
PC5. follow good manners while communicating with others	-	-	-	-
PC6. work with others in a team	-	-	-	-
<i>Diversity & Inclusion</i>	1	1	-	-
PC7. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC8. report any issues related to sexual harassment	-	-	-	-
<i>Financial and Legal Literacy</i>	3	4	-	-
PC9. use various financial products and services safely and securely	-	-	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. calculate income, expenses, savings etc.	-	-	-	-
PC11. approach the concerned authorities for any exploitation as per legal rights and laws	-	-	-	-
<i>Essential Digital Skills</i>	4	6	-	-
PC12. operate digital devices and use its features and applications securely and safely	-	-	-	-
PC13. use internet and social media platforms securely and safely	-	-	-	-
<i>Entrepreneurship</i>	3	5	-	-
PC14. identify and assess opportunities for potential business	-	-	-	-
PC15. identify sources for arranging money and associated financial and legal challenges	-	-	-	-
<i>Customer Service</i>	2	2	-	-
PC16. identify different types of customers	-	-	-	-
PC17. identify customer needs and address them appropriately	-	-	-	-
PC18. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	1	3	-	-
PC19. create a basic biodata	-	-	-	-
PC20. search for suitable jobs and apply	-	-	-	-
PC21. identify and register apprenticeship opportunities as per requirement	-	-	-	-
NOS Total	20	30	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0101
NOS Name	Employability Skills (30 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	2
Credits	1
Version	1.0
Last Reviewed Date	30/04/2025
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Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass 50% aggregate for the QP.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Qualification Pack

Minimum Aggregate Passing % at QP Level : 50

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
TEL/N0101.Handle telecom customer service and sales interactions	30	50	0	20	100	25
TEL/N0102.Engage customers and assist in telecom showroom operations	30	50	0	20	100	25
TEL/N0115.Monitor review and improve self-performance	30	50	0	20	100	20
TEL/N2217.Maintain workplace efficiency and personal appearance	30	50	0	20	100	20
DGT/VSQ/N0101.Employability Skills (30 Hours)	20	30	-	-	50	10
Total	140	230	-	80	450	100

Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
NCVET	National Council for Vocational Education and Training
QP	Qualification Pack
MC	Model Curriculum
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards
NCO	National Classification of Occupations
ES	Employability Skills
TSSC	Telecom Sector Skill Council
TRAI	Telecom Regulatory Authority of India
CRM	Customer Relationship Management
CSAT	Customer Satisfaction Score
AHT	Average Handling Time
FCR	First Call Resolution
IVR	Interactive Voice Response
KPI	Key Performance Indicator
SLAs	Service Level Agreements
VOC	Voice of Customer
BPO	Business Process Outsourcing
SOP	Standard Operating Procedure
NPS	Net Promoter Score

Qualification Pack

LTV

Lifetime Value (of a customer)

Qualification Pack

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

Qualification Pack

Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.