



सत्यमेव जयते  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP  
GOVERNMENT OF INDIA



**Skill India**  
कौशल भारत - कुशल भारत

**PMKVY**  
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## PLACEMENT OPPORTUNITIES



## JOB ROLE OVERVIEW

### Customer Care Executive- Relationship Centre (TEL/ Q0101)

|                                           |                                                                                                                                                                                    |
|-------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Role Description                          | End to end customer life cycle management at a shop/showroom/relationship centre                                                                                                   |
| Version                                   | 1.0                                                                                                                                                                                |
| NSQF Level                                | 4                                                                                                                                                                                  |
| Minimum Educational Qualifications        | 12th                                                                                                                                                                               |
| Maximum Educational Qualifications        | Graduate in any stream                                                                                                                                                             |
| Training<br>(Suggested but not mandatory) | Computer fundamentals training course<br>Basic communication skill training<br>Customer handling and selling skills training<br>Negotiation and conflict management skill training |
| Minimum Job Entry Age                     | 18 years                                                                                                                                                                           |
| Experience                                | 2-3 years of sales / call centre work experience                                                                                                                                   |

#### Applicable National Occupational Standards (NOS)

1. **TEL/N0105:** Shop/showroom/outlet and self-management.
2. **TEL/N0106:** Sell, up-sell and cross- sell.
3. **TEL/N0107:** Service Desk and customer management
4. **TEL/N0108:** Monitor and analyze self-performance
5. **TEL/N0109:** Maintain records and data expertise

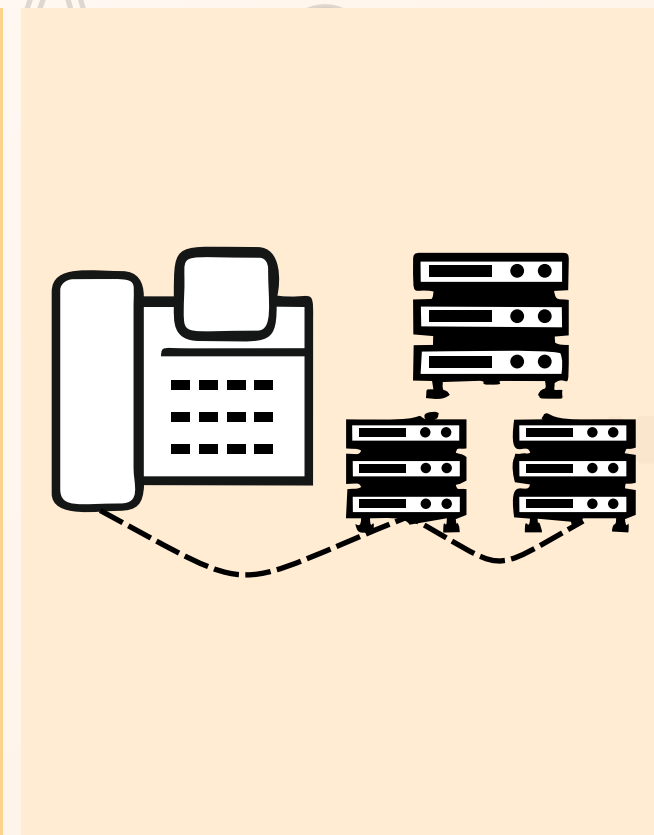
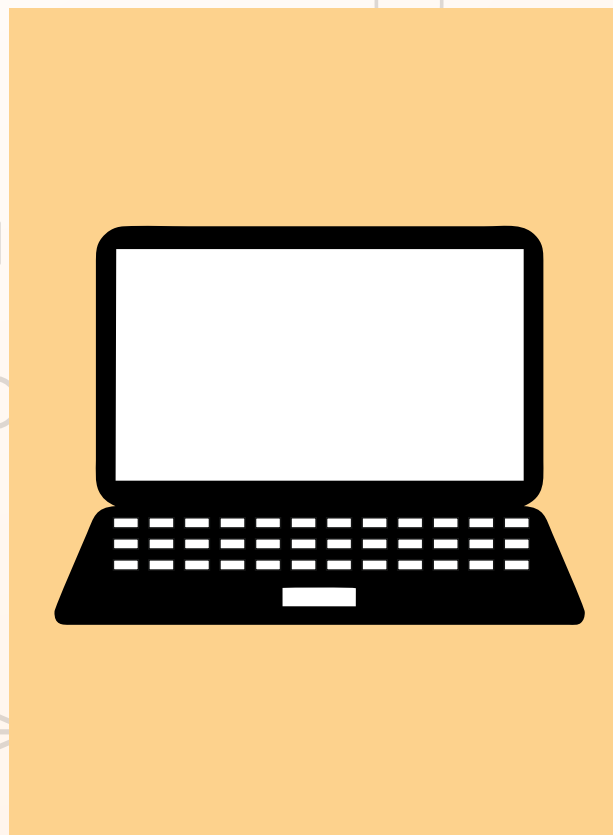
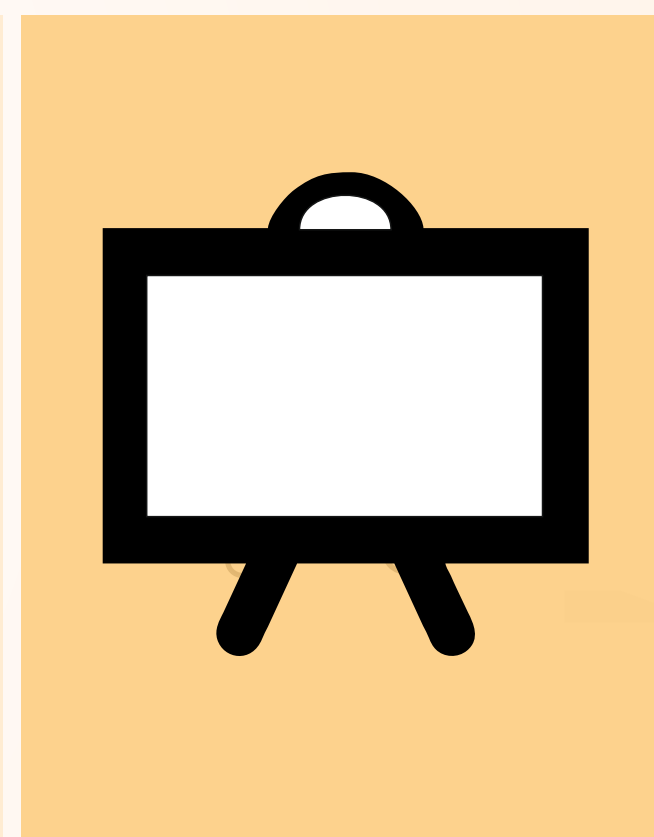
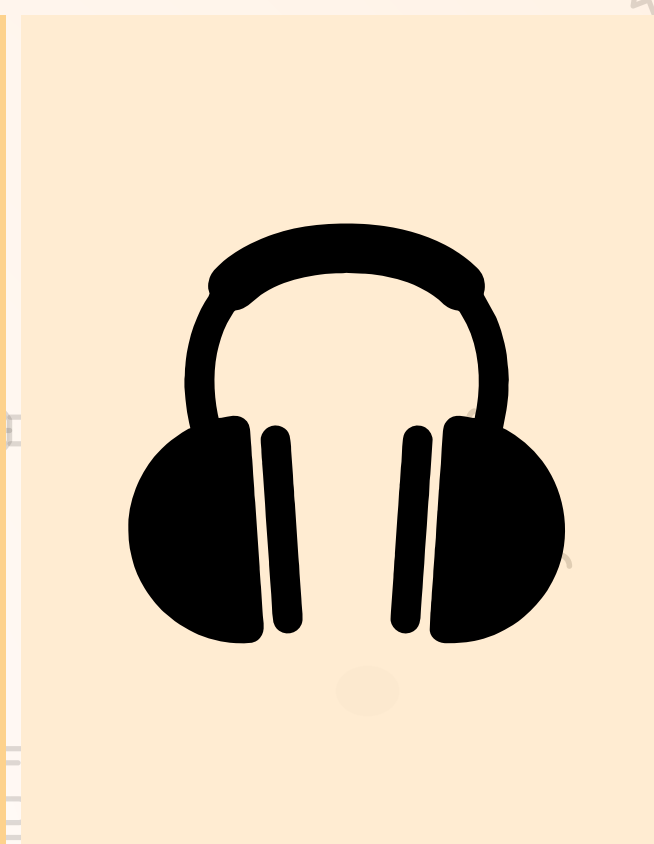
#### Assessment Guidelines

1. Each performance criteria (PC) will be assigned Theory and Skill/Practical marks proportional to its importance in NOS.
2. The Assessment for the theory part will be based on Knowledge bank of questions created by SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable on the selected option NOS/ set of NOS.
4. Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/ training centre.
5. To pass the Qualification Pack, every trainee should score minimum 70% of aggregate marks to successfully clear the assessment.
6. In case of unsuccessful completion, the trainee may seek re-assessment on the Qualification pack.

## EQUIPMENT LIST

### Customer Care Executive- Relationship Centre (TEL/ Q0101)

|    |                                                             |     |
|----|-------------------------------------------------------------|-----|
| 1. | Computers                                                   | x10 |
| 2. | Headsets                                                    | x10 |
| 3. | Mic                                                         | x10 |
| 4. | Crm Tool/Equivalent Software                                | x1  |
| 5. | Voice/Accent Trainer Tool/Software                          | x1  |
| 6. | Call Receiving & Distribution Setup (Epabx Or Server Based) | x1  |
| 7. | Black/White Board                                           | x1  |
| 8. | Projection System With Pc/Laptop                            | x1  |





## CAREER MAP FOR CUSTOMER CARE EXECUTIVE- RELATIONSHIP CENTRE

### Customer Care – Service Delivery Manager

This role requires People and client management , managing projects, tracking service metrics and managing budget and helping lead the professional to complete the service for the client.

**NSQF - 6**

**NSQF - 7**

### Customer Care Executive (Relationship Center) - Team Leader

This role requires managerial skills in managing team ,guiding and monitoring the performance.

**NSQF - 4**

**NSQF - 5**

### Customer Care (Quality Analyst)

This role requires People and client management , escalation handling and excellent in trouble shooting skills

### Customer Care Executive (Relationship Centre)

This role requires customer interaction on call. Resolving and advising customer based on query/complaint.