

Qualification Pack



Customer Care Sr. Executive (Voice and Non- Voice)

QP Code: SSC/Q2202

Version: 4.0

NSQF Level: 4

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SSC/Q2202: Customer Care Sr. Executive (Voice and Non- Voice)

Brief Job Description

The individual in this job role is responsible for collecting payments over the phone, chat, or email and converting customer inquiries into sales. They make outbound tele sales calls to promote products or services and close deals. Additionally, they handle customer queries remotely, ensuring a high level of customer satisfaction. This role requires excellent communication skills and the ability to manage customer interactions effectively to drive sales and payment collection.

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 and should have good typing speed.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [SSC/N2308: Collect payments over the telephone](#)
2. [SSC/N3001: Convert customer enquiries into sales](#)
3. [SSC/N3002: Make outbound telesales calls](#)
4. [SSC/N3003: Deal remotely with customer queries](#)
5. [DGT/VSQ/N0102: Employability Skills \(60 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	IT-ITeS
Sub-Sector	Business Process Management
Occupation	Customer Relationship Management (CRM)
Country	India
NSQF Level	4
Credits	13

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Aligned to NCO/ISCO/ISIC Code	NCO-2015/5244.0102
Minimum Educational Qualification & Experience	<p>12th grade Pass (with basic computer knowledge) OR</p> <p>10th grade pass (with basic computer knowledge) with 1.5 years of experience in relevant field. Relevant Experience: Customer Support/Technical Support The relevant experience would include work, internship, and apprenticeship after completing relevant educational qualifications.</p> <p>OR</p> <p>Previous relevant Qualification of NSQF Level (3) with 3 Years of experience in relevant field. Relevant Experience: Customer Support/Technical Support The relevant experience would include work, internship, and apprenticeship after completing relevant educational qualifications.</p>
Minimum Level of Education for Training in School	Not Applicable
Pre-Requisite License or Training	NIL
Minimum Job Entry Age	18 Years
Last Reviewed On	NA
Next Review Date	18/02/2028
NSQC Approval Date	18/02/2025
Version	4.0
Reference code on NQR	QG-04-IT-03664-2025-V2-NASSCOM
NQR Version	2

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SSC/N2308: Collect payments over the telephone

Description

This unit is about collecting payments from customers over the telephone.

Scope

The scope covers the following :

- Set standards for payment collection
- Interact with appropriate people like colleagues at the IT helpdesk, members of financial team, line manager, etc.

Elements and Performance Criteria

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

PC1. contact customers as per the operational procedure

PC2. verify customer account details and outstanding balances before initiating a payment call

PC3. introduce yourself and explain the purpose of the call following appropriate verbiage/script throughout the interaction

PC4. use AI-powered tools / platforms to automate verification process

PC5. inform customers of the payment amount due, including any late fees or discounts, if applicable

PC6. explain the available payment options clearly (e.g., credit card, debit card, net banking, digital wallets)

PC7. negotiate payment terms with customers following standard verbiage/script

PC8. confirm with customers their commitment to make the payment

PC9. assist the customer in completing the payment process through a secure and authorised channel and confirm the transaction details

PC10. refer the issues outside the area of competence and authority to team leader/line managers, following the operational procedures

PC11. update payment records in the system immediately after receiving the payment confirmation

PC12. document the call summary, including payment status and next steps, if any

PC13. ensure all information shared with customers regarding banking products and services is accurate and up-to-date

PC14. follow-up on incomplete payments within a specified timeframe

PC15. handle payment-related inquiries and concerns professionally and courteously

PC16. maintain strict confidentiality when handling sensitive customer information and banking details

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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- KU1.** organizational procedures and protocols for initiating and handling payment-related calls.
- KU2.** types of customer data and account information required to verify identity and outstanding balances
- KU3.** standard scripts/verbiage and communication etiquette used in tele-calling for payments.
- KU4.** functionalities and features of AI-powered tools and platforms used for verification and record updating
- KU5.** various payment modes available and the procedures for guiding customers through each of them.
- KU6.** guidelines and boundaries for negotiating payment terms and when to escalate issues
- KU7.** importance of accuracy and clarity in recording call summaries, payment updates, and customer commitments.
- KU8.** legal and organizational policies related to data confidentiality, privacy, and secure payment handling.

Generic Skills (GS)

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

- GS1.** communicate clearly and empathetically while handling customer queries and concerns over the phone.
- GS2.** listen actively and interpret customer responses to ensure effective negotiation and resolution.
- GS3.** use technology tools and CRM platforms efficiently for data retrieval, payment processing, and documentation
- GS4.** apply problem-solving skills to address incomplete payments or discrepancies in account information
- GS5.** manage time and follow-up schedules effectively to ensure timely collection and customer satisfaction.
- GS6.** demonstrate professional integrity and discretion when dealing with sensitive financial and personal information

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	30	50	-	20
PC1. contact customers as per the operational procedure	2	3	-	1
PC2. verify customer account details and outstanding balances before initiating a payment call	2	3	-	2
PC3. introduce yourself and explain the purpose of the call following appropriate verbiage/script throughout the interaction	2	5	-	1
PC4. use AI-powered tools / platforms to automate verification process	3	3	-	1
PC5. inform customers of the payment amount due, including any late fees or discounts, if applicable	2	3	-	1
PC6. explain the available payment options clearly (e.g., credit card, debit card, net banking, digital wallets)	2	3	-	2
PC7. negotiate payment terms with customers following standard verbiage/script	2	3	-	2
PC8. confirm with customers their commitment to make the payment	2	3	-	1
PC9. assist the customer in completing the payment process through a secure and authorised channel and confirm the transaction details	2	3	-	1
PC10. refer the issues outside the area of competence and authority to team leader/line managers, following the operational procedures	3	3	-	1
PC11. update payment records in the system immediately after receiving the payment confirmation	2	3	-	1
PC12. document the call summary, including payment status and next steps, if any	1	3	-	1

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. ensure all information shared with customers regarding banking products and services is accurate and up-to-date	1	3	-	2
PC14. follow-up on incomplete payments within a specified timeframe	2	3	-	1
PC15. handle payment-related inquiries and concerns professionally and courteously	1	3	-	1
PC16. maintain strict confidentiality when handling sensitive customer information and banking details	1	3	-	1
NOS Total	30	50	-	20

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National Occupational Standards (NOS) Parameters

NOS Code	SSC/N2308
NOS Name	Collect payments over the telephone
Sector	IT-ITeS
Sub-Sector	Business Process Management
Occupation	Customer Relationship Management (CRM)
NSQF Level	4
Credits	3
Version	3.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

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SSC/N3001: Convert customer enquiries into sales

Description

This unit is about using opportunities provided by inbound telephone calls to sell products/services to customers. It includes up-selling and cross-selling also.

Scope

The scope covers the following :

- Handle telephone calls from existing and prospective customers
- Interact with appropriate people like colleagues, members of sales team, financial team, line manager, etc.

Elements and Performance Criteria

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

- PC1.** use information provided by customers or accessed from the customer relationship management (CRM) system to understand customer needs and preferences
- PC2.** provide accurate information on products/services that meet customer requirements
- PC3.** deliver convincing sales pitches to customers adhering to the standard scripts
- PC4.** highlight any current promotions, discounts, or benefits related to the product/service
- PC5.** address customer questions or objections with persuasive responses and rebuttals
- PC6.** identify customer needs and preferences to suggest relevant up-sells or cross-sells
- PC7.** use a CRM platform to access customer history, preferences, and purchase history to provide tailored solutions and upsell relevant products
- PC8.** guide the customer through the purchasing process smoothly by obtaining and confirming the necessary information to complete the sale
- PC9.** actively promote telecom plans, packages, and value-added services to meet customer needs and increase service adoption
- PC10.** follow up with customers after the initial enquiry to encourage conversion
- PC11.** record details of the enquiry, including customer requirements and sale status, in the CRM
- PC12.** consistently meet or exceed daily, weekly, and monthly sales targets

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organizational sales processes, including lead handling, sales pitching, conversion, and closure protocols.
- KU2.** range of products and services offered, along with their features, benefits, terms, and applicable eligibility criteria.
- KU3.** importance of using CRM systems to access and interpret customer data, history, and preferences.

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- KU4.** use of sales scripts and standard verbiage to maintain consistency and regulatory compliance in customer interactions.
- KU5.** strategies for identifying customer needs and aligning them with appropriate up-sell and cross-sell opportunities.
- KU6.** methods for delivering persuasive rebuttals and handling objections effectively without pressuring the customer
- KU7.** promotional schemes, offers, and seasonal discounts applicable to various products/services.
- KU8.** company performance targets, key performance indicators (KPIs), and reporting norms for sales conversions.

Generic Skills (GS)

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

- GS1.** communicate persuasively and confidently while maintaining clarity, politeness, and customer orientation.
- GS2.** actively listen to customer queries to identify latent needs and tailor solutions accordingly
- GS3.** manage time efficiently to balance inbound/outbound calls and follow-ups to meet daily sales targets.
- GS4.** analyze customer behaviour patterns and past interactions to suggest relevant telecom solutions
- GS5.** maintain self-motivation and resilience in high-pressure, target-driven environments.

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	30	50	-	20
PC1. use information provided by customers or accessed from the customer relationship management (CRM) system to understand customer needs and preferences	2	4	-	2
PC2. provide accurate information on products/services that meet customer requirements	3	4	-	1
PC3. deliver convincing sales pitches to customers adhering to the standard scripts	3	4	-	2
PC4. highlight any current promotions, discounts, or benefits related to the product/service	3	4	-	2
PC5. address customer questions or objections with persuasive responses and rebuttals	3	4	-	1
PC6. identify customer needs and preferences to suggest relevant up-sells or cross-sells	3	4	-	1
PC7. use a CRM platform to access customer history, preferences, and purchase history to provide tailored solutions and upsell relevant products	2	4	-	1
PC8. guide the customer through the purchasing process smoothly by obtaining and confirming the necessary information to complete the sale	2	5	-	2
PC9. actively promote telecom plans, packages, and value-added services to meet customer needs and increase service adoption	2	4	-	2
PC10. follow up with customers after the initial enquiry to encourage conversion	3	4	-	2
PC11. record details of the enquiry, including customer requirements and sale status, in the CRM	2	4	-	2
PC12. consistently meet or exceed daily, weekly, and monthly sales targets	2	5	-	2

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

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National Occupational Standards (NOS) Parameters

NOS Code	SSC/N3001
NOS Name	Convert customer enquiries into sales
Sector	IT-ITeS
Sub-Sector	Business Process Management
Occupation	Customer Relationship Management (CRM)
NSQF Level	4
Credits	3
Version	3.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

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SSC/N3002: Make outbound telesales calls

Description

This unit is about making telephone calls to customers and prospective customers in order to sell, products/ services to them.

Scope

The scope covers the following :

- Make telephone calls to existing and prospective customers
- Interact with appropriate people like colleagues, members of sales team, subject matter experts, line manager, etc.

Elements and Performance Criteria

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

- PC1.** prepare a call list and sales script before starting outbound sales activities
- PC2.** conduct outbound calls as per the schedule following the operational procedure
- PC3.** clearly introduce yourself, the organisation, and the purpose of the call, following appropriate verbiage/script
- PC4.** use positive language and persuasive techniques to engage potential customers
- PC5.** present products/services in an appealing and customised way based on customer profile
- PC6.** utilize speech modulation techniques to emphasize key benefits and persuade customers to consider the offered products or services
- PC7.** provide AI generated product recommendations based on customer data and preferences
- PC8.** address any immediate queries or objections effectively using persuasive rebuttals
- PC9.** engage proactively with customers to upsell or cross-sell suitable products or services, increasing revenue and customer loyalty
- PC10.** secure customer consent to proceed with the sales process
- PC11.** record relevant call outcomes, including customer feedback and call disposition, in the CRM
- PC12.** maintain professional conduct, especially with uninterested or unresponsive contacts

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organizational procedures and schedules for conducting outbound tele sales activities
- KU2.** structure and components of an effective sales script, including introductions, value propositions, and closing cues
- KU3.** importance of positive language, tone modulation, and persuasive communication in customer engagement
- KU4.** types of customer profiles and how to align product/service presentations accordingly

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- KU5.** use of AI tools and CRM systems for accessing customer data, generating recommendations, and updating call outcomes.
- KU6.** organizations policies for handling objections, uninterested customers, and non-responsive contacts with professionalism
- KU7.** ethical and regulatory requirements around tele-calling, including consent protocols and data privacy.

Generic Skills (GS)

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

- GS1.** communicate confidently, clearly, and persuasively during outbound sales calls to build interest and trust.
- GS2.** apply active listening and empathy to understand customer concerns and respond appropriately.
- GS3.** adapt tone, pace, and speech modulation to suit different customer personalities and preferences
- GS4.** manage time effectively to balance call volumes, follow-ups, and CRM documentation.
- GS5.** maintain emotional resilience and professionalism in handling rejection or disinterest.

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	30	50	-	20
PC1. prepare a call list and sales script before starting outbound sales activities	2	4	-	2
PC2. conduct outbound calls as per the schedule following the operational procedure	3	4	-	1
PC3. clearly introduce yourself, the organisation, and the purpose of the call, following appropriate verbiage/script	3	4	-	2
PC4. use positive language and persuasive techniques to engage potential customers	3	4	-	2
PC5. present products/services in an appealing and customised way based on customer profile	3	4	-	1
PC6. utilize speech modulation techniques to emphasize key benefits and persuade customers to consider the offered products or services	3	4	-	1
PC7. provide AI generated product recommendations based on customer data and preferences	2	4	-	1
PC8. address any immediate queries or objections effectively using persuasive rebuttals	2	5	-	2
PC9. engage proactively with customers to upsell or cross-sell suitable products or services, increasing revenue and customer loyalty	2	4	-	2
PC10. secure customer consent to proceed with the sales process	3	4	-	2
PC11. record relevant call outcomes, including customer feedback and call disposition, in the CRM	2	4	-	2
PC12. maintain professional conduct, especially with uninterested or unresponsive contacts	2	5	-	2
NOS Total	30	50	-	20

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National Occupational Standards (NOS) Parameters

NOS Code	SSC/N3002
NOS Name	Make outbound telesales calls
Sector	IT-ITeS
Sub-Sector	Business Process Management
Occupation	Customer Relationship Management (CRM)
NSQF Level	4
Credits	2
Version	3.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

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SSC/N3003: Deal remotely with customer queries

Description

This unit is about dealing with queries received from customers by telephone, e-mail or chat.

Scope

The scope covers the following :

- Receive queries from the customers through emails/ chats
- Interact with people like line managers, peers, etc.

Elements and Performance Criteria

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

- PC1.** acknowledge and respond promptly to customer queries received through various channels (e.g., phone, email, chat)
- PC2.** identify the customer's issue and gather relevant information
- PC3.** translate customer messages into preferred languages using AI tools.
- PC4.** apologise for any inconvenience and assure customers of timely resolution
- PC5.** use email management software to categorize incoming emails and chats
- PC6.** leverage AI-powered platforms to handle routine inquiries
- PC7.** escalate complex issues to the appropriate department or team leader/line managers if needed
- PC8.** document each interaction, including the query/complaint, resolution steps, and outcome, in the CRM using appropriate call disposition/tagging
- PC9.** ensure clarity and consistency in all communication, avoiding jargon or unclear terms
- PC10.** prioritise urgent or high-impact queries and manage response times (TAT)
- PC11.** resolve tickets within the CRM in compliance with defined workflows, providing clear and actionable resolutions to customers
- PC12.** aim to resolve most queries within the first point of contact, where possible
- PC13.** gather feedback on the customer's experience post-resolution
- PC14.** provide instant, accurate and comprehensive responses/solutions to the customer's query by accessing a centralized AI-driven knowledge base
- PC15.** follow the escalation matrix promptly to escalate unresolved issues to the appropriate level without delay
- PC16.** follow all relevant operational standards, policies, procedures, and guidelines when handling customer queries
- PC17.** demonstrate a thorough understanding of telecom products and services to effectively address customer inquiries and concerns
- PC18.** automate email responses to common inquiries with AI-generated templates
- PC19.** stay updated on the latest information and resources within the knowledge base

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PC20. use a cloud-based call center platform to handle customer inquiries, troubleshoot issues, and upsell services, even when working from home

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organizations standard operating procedures (SOPs), service-level agreements (SLAs), and escalation protocols for handling customer queries
- KU2.** functions and navigation of cloud-based call center platforms, CRM systems, and omnichannel customer support tools.
- KU3.** structure and use of AI-powered tools and centralized knowledge bases to support query resolution
- KU4.** principles of effective written and verbal communication, including clarity, tone, language appropriateness, and active listening
- KU5.** methods to categorize, tag, and document queries and resolutions using CRM software.
- KU6.** telecom products, services, features, and common customer issues related to them
- KU7.** significance of data privacy, cybersecurity, and customer confidentiality in remote query handling

Generic Skills (GS)

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

- GS1.** communicate empathetically and professionally across channels like email, phone, and chat
- GS2.** analyze customer messages to identify core issues and provide relevant solutions.
- GS3.** prioritize and manage multiple queries efficiently to meet turnaround time (TAT) targets
- GS4.** document interactions clearly, concisely, and accurately in CRM or ticketing platforms.
- GS5.** maintain self-discipline, focus, and service quality while working in a remote environment

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	30	50	-	20
PC1. acknowledge and respond promptly to customer queries received through various channels (e.g., phone, email, chat)	2	3	-	1
PC2. identify the customer's issue and gather relevant information	2	2	-	1
PC3. translate customer messages into preferred languages using AI tools.	2	2	-	1
PC4. apologise for any inconvenience and assure customers of timely resolution	2	3	-	1
PC5. use email management software to categorize incoming emails and chats	2	3	-	1
PC6. leverage AI-powered platforms to handle routine inquiries	2	3	-	1
PC7. escalate complex issues to the appropriate department or team leader/line managers if needed	1	3	-	1
PC8. document each interaction, including the query/complaint, resolution steps, and outcome, in the CRM using appropriate call disposition/tagging	1	3	-	1
PC9. ensure clarity and consistency in all communication, avoiding jargon or unclear terms	1	3	-	1
PC10. prioritise urgent or high-impact queries and manage response times (TAT)	1	2	-	1
PC11. resolve tickets within the CRM in compliance with defined workflows, providing clear and actionable resolutions to customers	1	2	-	1
PC12. aim to resolve most queries within the first point of contact, where possible	1	2	-	1
PC13. gather feedback on the customer's experience post-resolution	2	2	-	1

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14. provide instant, accurate and comprehensive responses/solutions to the customer's query by accessing a centralized AI-driven knowledge base	2	3	-	1
PC15. follow the escalation matrix promptly to escalate unresolved issues to the appropriate level without delay	1	3	-	1
PC16. follow all relevant operational standards, policies, procedures, and guidelines when handling customer queries	2	2	-	1
PC17. demonstrate a thorough understanding of telecom products and services to effectively address customer inquiries and concerns	1	2	-	1
PC18. automate email responses to common inquiries with AI-generated templates	2	3	-	1
PC19. stay updated on the latest information and resources within the knowledge base	1	2	-	1
PC20. use a cloud-based call center platform to handle customer inquiries, troubleshoot issues, and upsell services, even when working from home	1	2	-	1
NOS Total	30	50	-	20

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National Occupational Standards (NOS) Parameters

NOS Code	SSC/N3003
NOS Name	Deal remotely with customer queries
Sector	IT-ITeS
Sub-Sector	Business Process Management
Occupation	Customer Relationship Management (CRM)
NSQF Level	4
Credits	3
Version	3.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

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DGT/VSQ/N0102: Employability Skills (60 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
- Career Development & Goal Setting
- 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. identify employability skills required for jobs in various industries

PC2. identify and explore learning and employability portals

Constitutional values - Citizenship

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

PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.

PC4. follow environmentally sustainable practices

Becoming a Professional in the 21st Century

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

PC5. recognize the significance of 21st Century Skills for employment

PC6. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life

Basic English Skills

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

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- PC7.** use basic English for everyday conversation in different contexts, in person and over the telephone
- PC8.** read and understand routine information, notes, instructions, mails, letters etc. written in English
- PC9.** write short messages, notes, letters, e-mails etc. in English

Career Development & Goal Setting

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

- PC10.** understand the difference between job and career
- PC11.** prepare a career development plan with short- and long-term goals, based on aptitude

Communication Skills

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

- PC12.** follow verbal and non-verbal communication etiquette and active listening techniques in various settings
- PC13.** work collaboratively with others in a team

Diversity & Inclusion

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

- PC14.** communicate and behave appropriately with all genders and PwD
- PC15.** escalate any issues related to sexual harassment at workplace according to POSH Act

Financial and Legal Literacy

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

- PC16.** select financial institutions, products and services as per requirement
- PC17.** carry out offline and online financial transactions, safely and securely
- PC18.** identify common components of salary and compute income, expenses, taxes, investments etc
- PC19.** identify relevant rights and laws and use legal aids to fight against legal exploitation

Essential Digital Skills

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

- PC20.** operate digital devices and carry out basic internet operations securely and safely
- PC21.** use e-mail and social media platforms and virtual collaboration tools to work effectively
- PC22.** use basic features of word processor, spreadsheets, and presentations

Entrepreneurship

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

- PC23.** identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research
- PC24.** develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion
- PC25.** identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity

Customer Service

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

- PC26.** identify different types of customers
- PC27.** identify and respond to customer requests and needs in a professional manner.

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PC28. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

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

PC29. create a professional Curriculum vitae (Résumé)

PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively

PC31. apply to identified job openings using offline /online methods as per requirement

PC32. answer questions politely, with clarity and confidence, during recruitment and selection

PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills and different learning and employability related portals

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 English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up

KU6. importance of career development and setting long- and short-term goals

KU7. about effective communication

KU8. POSH Act

KU9. Gender sensitivity and inclusivity

KU10. different types of financial institutes, products, and services

KU11. how to compute income and expenditure

KU12. importance of maintaining safety and security in offline and online financial transactions

KU13. different legal rights and laws

KU14. different types of digital devices and the procedure to operate them safely and securely

KU15. how to create and operate an e- mail account and use applications such as word processors, spreadsheets etc.

KU16. how to identify business opportunities

KU17. types and needs of customers

KU18. how to apply for a job and prepare for an interview

KU19. apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

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

GS1. read and write different types of documents/instructions/correspondence

GS2. communicate effectively using appropriate language in formal and informal settings

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- GS3.** behave politely and appropriately with all
- GS4.** how to work in a virtual mode
- GS5.** perform calculations efficiently
- GS6.** solve problems effectively
- GS7.** pay attention to details
- GS8.** manage time efficiently
- GS9.** maintain hygiene and sanitization 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. identify employability skills required for jobs in various industries	-	-	-	-
PC2. identify and explore learning and employability portals	-	-	-	-
<i>Constitutional values - Citizenship</i>	1	1	-	-
PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
PC4. follow environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	2	4	-	-
PC5. recognize the significance of 21st Century Skills for employment	-	-	-	-
PC6. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
<i>Basic English Skills</i>	2	3	-	-
PC7. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
PC9. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
<i>Career Development & Goal Setting</i>	1	2	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. understand the difference between job and career	-	-	-	-
PC11. prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
<i>Communication Skills</i>	2	2	-	-
PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
PC13. work collaboratively with others in a team	-	-	-	-
<i>Diversity & Inclusion</i>	1	2	-	-
PC14. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC15. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
<i>Financial and Legal Literacy</i>	2	3	-	-
PC16. select financial institutions, products and services as per requirement	-	-	-	-
PC17. carry out offline and online financial transactions, safely and securely	-	-	-	-
PC18. identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
<i>Essential Digital Skills</i>	3	4	-	-
PC20. operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
PC21. use e-mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
PC22. use basic features of word processor, spreadsheets, and presentations	-	-	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Entrepreneurship</i>	2	3	-	-
PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
<i>Customer Service</i>	1	2	-	-
PC26. identify different types of customers	-	-	-	-
PC27. identify and respond to customer requests and needs in a professional manner.	-	-	-	-
PC28. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	2	3	-	-
PC29. create a professional Curriculum vitae (Résumé)	-	-	-	-
PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
PC31. apply to identified job openings using offline /online methods as per requirement	-	-	-	-
PC32. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
NOS Total	20	30	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0102
NOS Name	Employability Skills (60 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	07/10/2025
Next Review Date	07/10/2028
NSQC Clearance Date	07/10/2025

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

The assessment shall be conducted through an online proctored format, incorporating scenario-based multiple-choice questions designed to effectively evaluate practical understanding and real-world application of concepts. Additionally, it will include a viva-voce and hands-on practical evaluation to comprehensively assess the individual's proficiency in specific learning outcomes.

Minimum Aggregate Passing % at QP Level : 70

(**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

Qualification Pack

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
SSC/N2308.Collect payments over the telephone	30	50	-	20	100	22
SSC/N3001.Convert customer enquiries into sales	30	50	-	20	100	22
SSC/N3002.Make outbound telesales calls	30	50	-	20	100	22
SSC/N3003.Deal remotely with customer queries	30	50	-	20	100	22
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	12
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
IT-ITeS	Information Technology - Information Technology enabled Services
BPM	Business Process Management
BPO	Business Process Outsourcing
KPO	Knowledge Process Outsourcing
LPO	Legal Process Outsourcing
IPO	Information Process Outsourcing
IT-ITeS	Information Technology - Information Technology enabled Services
BPM	Business Process Management
BPO	Business Process Outsourcing
KPO	Knowledge Process Outsourcing
LPO	Legal Process Outsourcing
IPO	Information Process Outsourcing
IT-ITeS	Information Technology - Information Technology enabled Services
BPM	Business Process Management
BPO	Business Process Outsourcing
KPO	Knowledge Process Outsourcing
LPO	Legal Process Outsourcing
IPO	Information Process Outsourcing
IT-ITeS	Information Technology - Information Technology enabled Services
BPM	Business Process Management
BPO	Business Process Outsourcing
KPO	Knowledge Process Outsourcing
LPO	Legal Process Outsourcing
IPO	Information Process Outsourcing
IT-ITeS	Information Technology - Information Technology enabled Services
BPM	Business Process Management
BPO	Business Process Outsourcing

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KPO	Knowledge Process Outsourcing
LPO	Legal Process Outsourcing
IPO	Information Process Outsourcing

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.

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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.
Helpdesk	Helpdesk is an entity to which the customers will report their IT problems. IT Service Helpdesk Attendant is responsible for managing the helpdesk.
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