

## Syllabus for Customer Support Executive

<b>Course Name</b>	Customer Support Executive
<b>Sector</b>	TELECOM
<b>Course Code</b>	TEL/2024/CUSE/274
<b>Level</b>	3
<b>Occupation</b>	Customer Support Executive / Customer Care Executive/ Customer Service Executive/ Call Centre Executive/ Customer Service and Sales Representative/ Tele Caller
<b>Job Description</b>	The Customer Support Executive plays a pivotal role in delivering exceptional customer service by promptly and professionally addressing customer inquiries, concerns, and issues via various communication channels. This role involves effective issue resolution, and maintaining accurate records of interactions. The Customer Support Executive collaborates with the team to ensure customer satisfaction, upholds company standards and shares valuable insights for continuous improvement while exemplifying the organization's core values.
<b>Course Duration</b>	<b>Total Duration 390 Hrs (T-90, P-180, OJT-60 and ES-60)</b>
<b>Trainees' Entry Qualification</b>	Grade 10 OR Grade 8 pass and pursuing continuous schooling in regular school with vocational subject OR 8th grade pass with 2 yrs relevant experience OR Previous relevant Qualification of NSQF Level 2 with one yr experience OR Previous relevant Qualification of NSQF Level 2.5 with 6 months experience
<b>Trainers Qualification</b>	Bachelor's degree in a relevant field such as Business, communication or related discipline with 2 years experience in relevant field.

### Structure of Course:

Module No.	Module name	Outcome	Theory (Hrs)	Practical (Hrs)	Total (Hrs) [Multiple of 30]
1	<b>Introduction to Call Centre and Help Desk</b>	Describe the concept of Call Centre work and Help desk.	10	20	30
2	<b>Roles and Responsibilities of Customer Support Executive</b>	Identify the roles and responsibilities of Customer support executive to effectively engage with customers, resolve their issues	20	40	60

Module No.	Module name	Outcome	Theory (Hrs)	Practical (Hrs)	Total (Hrs) [Multiple of 30]
3	<b>Soft Skill &amp; Professional Skill</b>	Describe the essential interpersonal and professional competencies to enhance the communication, teamwork, leadership and adaptability in a diverse work environment.	20	40	60
4.	<b>Language Skills</b>	Demonstrate the proficiency in reading, writing, speaking and listening in the target language	20	40	60
5.	<b>Computer Skill &amp; Technical Skill</b>	Use various computer applications and technical skills to enable to perform tasks with professional way	20	40	60
6.	<b>OJT</b>	Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	-	60	60
7.	<b>Employability Skills</b>	As per guided curriculum	60	-	60
<b>TOTAL:</b>			<b>150</b>	<b>240</b>	<b>390</b>

### SYLLABUS:

#### **Module No. 1: Introduction to Customer Support Executive**

**Outcome:** Describe the concept of Call Centre work and Help desk.

#### **Theory Content:**

1. Objectives of the program
2. Introduction to Customer Support
3. Telecom industry in India
4. Concept of a call centre and help desk
5. Types of call centre (viz. Inbound call centre, Outbound, Blended, Virtual, Multichannel, Automated etc.) and its functions
6. Components of Call centers and Help desks
6. Purpose of the Help desk
7. Types of Help desks (viz. Internal, External, IT , Desktop support, Customer support, Open source etc)
8. What is the key features of help desk
9. Understand the customer -centric approach and its importance

## 10. Customer Service Career Growth

### **Practical Content:**

1. Setting up a Mock Call Centre
2. Provide Customer call handling technique
3. Use of call centre software (CRM systems)
4. Managing peak times and call volumes
5. Simulate real help desk interactions
6. Conduct role play scenario to address language and cultural differences
7. Application of IVR (Interactive voice response) systems to provide self service options for routine inquiries.
8. Utilization of monitoring tools to proactively identify and address potential issues before they impact end-users.

### **Tools & Equipment needed :**

1. White Board
2. Marker Pen
3. Computer/ Laptop with Projector

## **Module No. 2: Roles and Responsibilities of Customer Support Representative**

**Outcome :** Identify the roles and responsibilities of Customer support executive to effectively engage with customers, resolve their issues

### **Theory Content:**

1. Roles and responsibilities of a **Customer Support Executive (CSE)**
2. Customer service and its importance in the role of a CSE
3. Identification of key people involved in the process of being a CSE
4. Explain the various mobile and data technologies use in customer support (Viz. smartphone and tablets other dedicated mobile application used for Live chat, messaging apps, video conferencing tools etc)
5. Various products and services offered in the telecom sector (Voice recognition and IVR system. Social media platforms, AI power chatbots etc)
6. Documentation process and documents needed for mobile customers
7. Importance of workplace Ergonomics and respect at workplace
8. Importance of data confidentiality in the telecom industry
9. Identify customers issues or concerns, asking probing questions if necessary to get to the root of the problem.

### **Practical Content:**

1. Role playing exercises that simulate customer interactions, covering various scenarios, including inquiries, complaints and technical issues.

2. Identify and resolve customer issues promptly and accurately to enhance satisfaction and build trust.
3. Practical exercise for dealing with difficult irate customers
4. Documentation process and documents needed for mobile customers
5. Collaborative exercises involving cross-functional teams to resolve complex customer issues
6. Solicit feedback from participants regarding their own customer support experiences
7. Practice drills to improve communication skills
8. Possess in depth knowledge of products and services to provide accurate information and guidance to customers
9. Monitor and provide feedback on the performance.

**Tools & Equipment needed:**

1. Computer with Internet
2. Projector
3. White board
4. Marker pen

**Module No. 3: Soft Skill & Professional skill**

**Outcome:** Describe the essential interpersonal and professional competencies to enhance the communication, teamwork, leadership and adaptability in a diverse work environment.

**Theory Content:**

1. Basic etiquettes required for making and attending calls
2. How to open and close a call using predefined scripts
3. Classification of Customer behaviour and dealing with them accordingly
4. Listing of dos and don'ts of dealing with complaints
5. Importance of time management and that of being organized
6. Importance of communication in the workplace
7. Importance of decision making and assertiveness for the role of a CSE
8. Handling objections and criticism from the customer with empathy
9. Identify, comprehend, and resolve customer issues
10. Recognize the needs of customers and identify ways to influence them to buy
11. Importance of active listening
12. Learning about empathy while dealing with customer issues.

**Practical Content:**

1. Effective Communication in the work place
2. Practice decision making skills
3. Customer grievance handling procedure- Practice handling of objections and criticism from the customer with empathy
4. Demonstrate empathy while dealing with customer's issue
5. Explain how to make and attend calls
6. Role Play for the development of Interpersonal competency, Professional competency
7. Regularly role play scenario for interaction with customer
8. Call centre mock calls script sample
9. Strategies for teamwork and collaboration

10. Leadership styles and approaches that promote inclusivity and teamwork
11. Time management
12. Presentation and Negotiation skills

**Tools & Equipment needed:**

1. Computer with Internet
2. Projector
3. Public address system
4. White board
5. Marker pen
6. Headphones for mock calls
7. Keyboard for fast typing practice

**Module No. 4: Language Skills**

**Outcome:** Demonstrate the proficiency in reading, writing, speaking and listening in the target language

**Theory Content:**

**1. Reading Proficiency:**

- Comprehension Skills
- Vocabulary Development
- Contextual Understanding
- Reading Speed

**2. Writing Proficiency:**

- Grammar and Syntax
- Vocabulary and Expression
- Coherence and Organization
- Spelling and Punctuation
- Creativity and Originality

**3. Speaking Proficiency:**

- Pronunciation
- Fluency
- Vocabulary and Articulation
- Listening and Responding

**4. Listening Proficiency:**

- Comprehension Skills
- Note-taking
- Critical Listening
- Listening Speed

**Practical Content:**

**1. Reading proficiency:**

- Reading comprehension exercises
- Reading for specific purposes
- Reading aloud
- Practice Reading skill – Reading passage loudly

**2. Writing proficiency:**

- Email correspondence
- Creative writing
- Editing and proofreading
- Practice effective writing skills – writing of mock calls

**3. Speaking proficiency:**

- Role-playing scenarios
- Group discussions
- Speech presentations
- Practice Effective speaking skills- conversation

**4. Listening proficiency:**

- Listening to authentic material
- Listening comprehension tests
- Shadowing practice
- Practice active listening skills – Mock customer calls

**Tools & Equipment needed:**

1. Computer with Internet
2. Projector
3. Public address system
4. White board
5. Marker pen
6. Head phone & Speaker

**Module No. 5: Computer Skill & Technical Skill**

**Outcome:** Use various computer applications and technical skills to enable to perform tasks with professional way

**Theory Content:**

1. Development history of Computer and its present day application .
2. Different Hardware components of computer, different operating systems of computer
3. Input and output devices of a computer
4. Overview of Microsoft word. Basic text formatting, document formatting and styles.
5. Microsoft Excel its role in data management. Creating workbooks, worksheets and data entry, formatting.
6. Working with cell references. Writing formula for basic calculations.
7. Inserting charts and graphs with chart styles and colors.
8. Overview of Power Points in presentation design. Creating slides and its layouts
9. Inserting and formatting objects.
10. Printing of different file
11. Overview of internet systems. Setting of wi-fi system and creating e-mail id and sending and receiving the e-mail.
12. Different IT application used to search customer data base.
13. Ticketing systems (Logging and tracking customer issues)
14. Chat and email support

**Practical Content:**

1. Identify different parts of Computer
2. Demonstrate the proficiency in computer applications relevant to the job such as MS Word, MS-Excel and Power point including editing and formatting of documents or data
3. Describe about Internet and Network
4. Demonstrate in detail to adapt to new software or technologies
5. Practice **CRM** effectively with complete and correct tagging
6. Mock planning for how to make and attend calls,
7. Execute mock testing
8. Demonstrate how to do call transfer, call hold and call forward
9. Demonstrate the usage of different IT applications used to search customer details in the database
10. Demonstrate the Product knowledge and deliver to the customer

**Tools & Equipment needed :**

1. White Board
2. Marker Pen
3. Computer/ Laptop with Projector

**Module No. 6: OJT. (60 Hrs)**

**Outcome:** Work in real job situation with special emphasis on basic safety and hazards in this domain.

**Practical Content:**

Assessor will check report prepared for this component of Practical training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic

safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor / contractor for **60 Hours**.)

## **Module No. 7: Employability Skills (60 Hrs)**

### **Key Learning Outcomes**

#### **Introduction to Employability Skills**

Duration: 1.5 Hours

After completing this programme, participants will be able to:

1. Discuss the Employability Skills required for jobs in various industries
2. List different learning and employability related GOI and private portals and their usage

#### **Constitutional values - Citizenship**

Duration: 1.5 Hours

3. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
4. Show how to practice different environmentally sustainable practices.

#### **Becoming a Professional in the 21st Century**

Duration: 2.5 Hours

5. Discuss importance of relevant 21st century skills.
6. Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.
7. Describe the benefits of continuous learning.

#### **Basic English Skills**

Duration: 10 Hours

8. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone
9. Read and interpret text written in basic English
10. Write a short note/paragraph / letter/e -mail using basic English

#### **Career Development & Goal Setting**

Duration: 2 Hours

11. Create a career development plan with well-defined short- and long-term goals

#### **Communication Skills**

Duration: 5 Hours

12. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
13. Explain the importance of active listening for effective communication
14. Discuss the significance of working collaboratively with others in a team

#### **Diversity & Inclusion**

Duration: 2.5 Hours

15. Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders

and PwD

16. Discuss the significance of escalating sexual harassment issues as per POSH act.

### **Financial and Legal Literacy**

Duration: 5 Hours

17. Outline the importance of selecting the right financial institution, product, and service
18. Demonstrate how to carry out offline and online financial transactions, safely and securely
19. List the common components of salary and compute income, expenditure, taxes, investments etc.
20. Discuss the legal rights, laws, and aids

### **Essential Digital Skills**

Duration: 10 Hours

21. Describe the role of digital technology in today's life
22. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
23. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely
24. Create sample word documents, excel sheets and presentations using basic features
25. utilize virtual collaboration tools to work effectively

### **Entrepreneurship**

Duration: 7 Hours

26. Explain the types of entrepreneurship and enterprises
27. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan
28. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
29. Create a sample business plan, for the selected business opportunity

### **Customer Service**

Duration: 5 Hours

30. Describe the significance of analyzing different types and needs of customers
31. Explain the significance of identifying customer needs and responding to them in a professional manner.
32. Discuss the significance of maintaining hygiene and dressing appropriately

### **Getting Ready for apprenticeship & Jobs**

Duration: 8 Hours

33. Create a professional Curriculum Vitae (CV)
34. Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively
35. Discuss the significance of maintaining hygiene and confidence during an interview
36. Perform a mock interview
37. List the steps for searching and registering for apprenticeship opportunities

### **Learning Outcome – Assessment Criteria**

Module No.	Outcome	Assessment Criteria
1	Describe the concept of Call Centre work and Help Desk.	<p><b>After completion of this module students will be able to:</b></p> <p>1.1 State the objectives of the program .</p> <p>1.2 Describe the Telecom industry in India</p> <p>1.3 Explain the concept of a call centre and help desk</p> <p>1.4 Discuss Customer Service Career Growth</p> <p>1.5 Provide customer call handling technique</p>
2	Identify the roles and responsibilities of Customer support executive to effectively engage with customers, resolve their issues	<p><b>After completion of this module students will be able to:</b></p> <p>2.1 Identify the roles and responsibilities of a Customer Support Executive (CSE)</p> <p>2.2 Identify the key people involved in the process of being a CSE &amp; State the importance of workplace Ergonomics and respect at workplace</p> <p>2.3 Explain the various mobile and data technologies &amp; express the importance of data confidentiality in the telecom industry</p> <p>2.4 Describe the various product and service offerings in the telecom sector</p> <p>2.5 Outline the documentation process and documents needed for mobile customers</p> <p>2.6 Explain the key concepts related to call centre</p> <p>2.7 Describe data confidentiality in the telecom industry</p>
3	Describe the essential interpersonal and professional competencies to enhance the communication, teamwork, leadership and adaptability in a diverse work environment.	<p><b>After completion of this module students will be able to:</b></p> <p>3.1 State the basic etiquettes required for making and attending calls &amp; Show how to open and close a call using predefined scripts</p> <p>3.2 Classify customer behaviour and deal with them accordingly</p> <p>3.3 Practice effective communication in the workplace</p> <p>3.4 Identify, comprehend, and resolve customer issues, recognize the needs of customers and identify ways to influence them to buy</p> <p>3.5 Describe quick and easy problem solving skills</p> <p>3.6 Explain the importance of time management</p> <p>3.7 Describe customer grievance handling procedure</p>

Module No.	Outcome	Assessment Criteria
4	Demonstrate the proficiency in reading, writing, speaking and listening in the target language	4.1 Explain the importance of listening as a skill for a CSE 4.2. Use effective speaking skills in your role 4.3 Practice effective writing skills 4.4 Demonstrate the ability to write texts in the target language. 4.5 Write well-structured essays, reports or texts with logical flow and appropriate organization. 4.6 Demonstrate accurate spelling and proper use of punctuation marks 4.7 Pronounces words and phrases accurately, following the phonetics of the target language. 4.8 Analyzes and evaluates spoken content, recognizing tone, intent and underlying messages.
5	Use various computer applications and technical skills to enable to perform tasks with professional way	5.1 State different parts of Computer 5.2 Identify different input and output devices. 5.3 Demonstrate the proficiency in computer applications relevant to the job such as MS Word, MS-Excel and Power point including editing and formatting of documents or data 5.4 Describe about Internet and e-mail communication 5.5 Demonstrate in detail to adapt to new software or technologies 5.6 Procedure to use <b>CRM</b> effectively with complete and correct tagging
6	OJT	Assessor will check report prepared for this component of Practical training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor / contractor for 60 Hours.)
7	Employability Skill	As per guided curriculum

**List of Tools, Equipment & materials needed for 30 Trainees (Practical)**

SI No	Items Name	Specification	Qty
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Sl No	Items Name	Specification	Qty
1	White Board	4' x 6'	2 nos
2	Computer	Intel® Celeron® processor Windows 10 Home Single Language 64 or equivalent Minimum 4 GB DDR4-2400 SDRAM (1 x 4 GB) 1 TB 7200 rpm SATA Intel® UHD Graphics 600	30 nos
3	Customer Relationship Management (CRM)	Software (30 user)	-
4	Projector & Screen	Contrast Ratio 16000:1, Focal length Projection Lens : 16.9 to 20:28 mm HDMI Port 2	1 no
5	Telephone		
6	Headphone		20 nos
7	Broadband internet connection		1 no
8	Printer & Scanner		1 no each

### **Marks Distribution**

Outcome	Outcome Code	Total Th marks	Total Pr marks	Total OJT marks
Describe the concept of Call Centre work and Help desk.	TEL/3601/OC1	30	110	0
Identify the roles and responsibilities of Customer support executive to effectively engage with customers, resolve their issues	TEL/3601/OC2	30	140	0
Describe the essential interpersonal and professional competencies to enhance the communication, teamwork, leadership and adaptability in a diverse work environment.	TEL/3601/OC3	30	140	0
Demonstrate the proficiency in reading, writing, speaking and listening in the target language	TEL/3601/OC4	30	130	0
Use various computer applications and technical skills to enable to perform tasks with professional way	TEL/3601/OC5	30	130	0
OJT	TEL/3601/OC6	0	0	150
Employability Skills – 60 Hrs	DGT/VSQ/N0102	50	0	0