

## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR AUTOMOTIVE INDUSTRY

### What are Occupational Standards (OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

#### Contact Us:

ASDC, Core 4-B, 5th  
Floor, India Habitat  
Centre, Lodhi Road,  
New Delhi

E-mail:  
[skc@asdc.org.in](mailto:skc@asdc.org.in)



### Contents

1. Introduction and Contacts.....P.1
2. Qualifications Pack.....P.2
3. Glossary of Key Terms .....P.3
4. NOS Units.....P.5

## Introduction

### Qualifications Pack- CRM Manager

**SECTOR:** AUTOMOTIVE

**SUB-SECTOR:** AUTOMOTIVE VEHICLE SALES (OEM)

**OCCUPATION:** SALES SUPPORT

**JOB ROLE:** CRM MANAGER

**REFERENCE ID:** ASC/ Q 0202

**ALIGNED TO:** NCO-2004/5220.15

**CRM Manager** is also known as Customer Experience Manager.

**Brief Job Description:** A **CRM Manager** is responsible for delivering and maintaining the best possible high-standard level of customer services through excellent sales process flow.

**Personal Attributes:** The individual should necessarily have the excellent customer-service orientation to do the job. Strong interpersonal and listening skills to resolve issues of the customers are desirable. The individual should be very hard working and should be highly self-impelled and directed, with sharp attention to detail.

## Job Details

Qualifications Pack Code	ASC/ Q 0202		
Job Role	CRM Manager		
Credits(NSQF)	TBD	Version number	1
Industry	Automotive	Drafted on	20/07/13
Sub-sector	Automotive Vehicle Sales(OEM)	Last reviewed on	20/07/13
Occupation	Sales Support	Next review date	20/07/15

Job Role	CRM Manager
Role Description	A CRM Manager is responsible for delivering and maintaining the best possible high-standard level of customer services through excellent sales process flow.
NSQF level	6
Minimum Educational Qualifications	Graduate degree/ diploma in business administration
Maximum Educational Qualifications	Post Graduate degree/ diploma in business administration.
Training (Suggested but not mandatory)	On the job training <ul style="list-style-type: none"> <li>Desirable for ASDC CRM Manager Level 6 certificate</li> </ul>
Experience	3-7 years of relevant experience in CRM/ Relationship Marketing
Occupational Standards (OS)	<b>Compulsory:</b> ASC/ N 0203: <a href="#">Maintain complete customer satisfaction</a> ASC/ N 0204: <a href="#">Design and develop framework for better customer experience</a>  ASC/ N 0004: <a href="#">Manage customer relationship and quality service</a> ASC/ N 0001: <a href="#">Plan and organise work to meet expected outcomes</a> ASC/ N 0002: <a href="#">Work effectively in a team</a> ASC/ N 0003: <a href="#">Maintain a healthy, safe and secure working environment</a>  <b>Optional:</b> N.A.
Performance Criteria	As described in the relevant NOS units

Definitions

Keywords /Terms	Description
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the NOS, these include communication related skills that are applicable to most job roles.
Dealership	A business established or operated under an authorisation to sell or distribute an automotive company's goods and services
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 NOS they are looking for.
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of NOS.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry.
Organisational Context	Organisational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task.
Qualifications Pack(QP)	Qualifications Pack comprises the set of NOS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Scope	Scope is the 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 the quality of performance required.
Sector	Sector is a conglomeration of different business operations having similar businesses 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.
Sub-functions	Sub-functions are sub-activities essential to fulfil the achieving the objectives of the function.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Unit Code	Unit Code is a unique identifier for an NOS unit, which can be denoted with an 'N'
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
Vehicle	Mode of personal transport including 2-wheelers, 3-wheelers and 4-wheelers (including passenger vehicles and commercial vehicles). This includes gasoline, petrol, CNG, electrical and hybrid vehicles
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Keywords /Terms	Description
NOS	National Occupational Standard(s)
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework
NSQF	National Skills Qualifications Framework
OEM	Original Equipment Manufacturer
OS	Occupational Standard(s)
QP	Qualifications Pack

ASC/ N 0203: Maintain complete customer satisfaction.

# National Occupational Standards



---

## Overview

**This Occupational Standard describes the knowledge, understanding and skills required of an individual to ensure complete satisfaction of customers to expand sales of the company.**

**ASC/ N 0203: Maintain complete customer satisfaction.**

<b>Unit Code</b>	<b>ASC/ N 0203</b>
<b>Unit Title (Task)</b>	<b>Maintain complete customer satisfaction.</b>
<b>Description</b>	This OS unit is about an individual who is responsible for maintaining the highest degree of customer satisfaction by effective relationship and escalating & addressing the business risk.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>assist and supervise proper implementation of CRM infrastructure and technology</li> <li>work closely with internal sales functions to ensure smoother sales process flow</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Supervise CRM and other Sales related sales processes for smoother overall sales</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. work with the brand manager and other stakeholders to produce great on brand communications with the customers about the OEM products</p> <p>PC2. determine customer service requirements by maintaining contact with customers and conducting market research or surveys</p> <p>PC3. produce customer level information and data driven insights and recommendations about the OEM products as required by the business</p> <p>PC4. identify and refine customer segments and utilize segments to target communications with the customers</p> <p>PC5. actively manage segment performance and customer spend metrics</p> <p>PC6. develop and optimize customer contact frequency and customer targeting to maximize customer loyalty and drive sales for OEM products</p> <p>PC7. implement and review customer segmentation and disseminate this information throughout the business</p> <p>PC8. handle all the inquiries and requests of customers about the OEM products to resolve the problems swiftly by using fax, phone, the internet, email, or in person to address directly the customer issues</p> <p>PC9. supervise the customer service representatives' team to ensure that all the customers receive immediate service as soon as possible</p> <p>PC10. collaborate with the CRM team to ensure the accurate communication of objectives of company when customers first call in</p> <p>PC11. guide the employees during tough situations to acquire appropriate resolution for the customers while working with them</p> <p>PC12. test and refine the end to end customer contact strategy across all relevant channels</p>
<b>Knowledge and Understanding (K) w.r.t. the scope</b>	
<b>Element</b>	<b>Knowledge and Understanding</b>
<b>A. Organisational</b>	The user/individual on the job needs to know and understand:

**ASC/ N 0203: Maintain complete customer satisfaction.**

<b>Context</b> (Knowledge of the Company/ Organisation and its processes)	<p>KA1. standard operating procedures of the organisation/ dealership about CRM related software and technology</p> <p>KA2. documentation requirements for each procedure carried out as part of roles and responsibilities</p> <p>KA3. organisational and professional code of ethics and standards of practice</p> <p>KA4. safety and health policies and regulations for the workplace</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. how to segment target customers and utilize segments to target communications to customers</p> <p>KB2. how to conduct market research or surveys to gather customer level information</p> <p>KB3. how to handle all the inquiries and requests of customers to resolve the problems</p>
<b>skills (s) w.r.t. the scope</b>	
<b>Element</b>	<b>Skills</b>
<b>A. Core Skills/ Generic Skills</b>	<b>Writing skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. ability to communicate information and ideas in writing so others will understand</p> <p>SA2. write in at least one language</p>
	<b>Reading skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. ability to read common scientific and technical journals, financial reports, and legal documents to maintain knowledge and stay on the leading edge of developments in the industry</p> <p>SA4. read policies and regulations pertinent to the job</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. interact with the internal functions to ensure smoother sales process flow</p>
<b>B. Professional Skills</b>	<b>Decision making</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. analyse the needs of the customers to establish effective customer- oriented sales process</p>
	<b>Plan and Organise</b>
	<p>The user/individual on the job needs to know and understand how to:</p>



**ASC/ N 0203: Maintain complete customer satisfaction.**

	SB2. plan work assigned on a daily basis
	SB3. Organise proper CRM related techniques to ensure customer satisfaction
	<b>Customer centricity</b>
	The user/individual on the job needs to know and understand how to:
	SB4. ensure that customer's needs and requirements are assessed
	<b>Problem solving</b>
	The user/individual on the job needs to know and understand how to:
	SB5. identify complex problems and reviewing related information to develop and evaluate options and implement solutions
	SB6. ensure that the sales process is hurdle-free for the customers
	SB7. liaise with OEM sales function to ensure all arrangements and documentation are done on time
	<b>Analytical thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB8. analyse unique CRM related tools that are required in the organization
	<b>Critical thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB9. use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems



ASC/ N 0203: Maintain complete customer satisfaction.

## NOS Version Control

NOS Code	ASC/ N 0203		
Credits(NSQF)	TBD	Version number	1
Industry	Automotive	Drafted on	20/07/13
Industry Sub-sector	Automotive Vehicle Sales (OEM)	Last reviewed on	20/07/13
		Next review date	20/07/15

ASC/ N 0204: Design and develop framework for better customer experience.

# National Occupational Standards



---

## Overview

This Occupational Standard describes the knowledge, understanding and skills required of an individual who is responsible for developing framework for better customer experience with the company.

**ASC/ N 0204: Design and develop framework for better customer experience.**

National Occupational Standard	<b>Unit Code</b>	<b>ASC/ N 0204</b>
	<b>Unit Title (Task)</b>	<b>Design and develop framework for better customer experience</b>
	<b>Description</b>	This OS unit is about an individual who is responsible for designing customer experience enriching schemes and providing training to sales function for key account management.
	<b>Scope</b>	This unit/task covers the following: <ul style="list-style-type: none"> <li>develop structure for better customer experience</li> <li>increase customer satisfaction through customer free sales process</li> </ul>
	<b>Performance Criteria (PC) w.r.t. the Scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
	<b>Design and develop customer experience enriching schemes and train sales function.</b>	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. oversee that all the laws and standard measures are followed while dealing with customers</li> <li>PC2. perform the basic duties such as handling vendor problems, preparing sales plans, communicating internal information to upper management, coordinating employee activities, reconciling data, and researching ways to ameliorate service</li> <li>PC3. collaborate with the CRM team to ensure the accurate communication of objectives of company when customers first call in</li> <li>PC4. produce data driven insights and recommendations as required by the business</li> <li>PC5. conceptualize and manage a diverse range of customer retention campaigns and initiatives including               <ul style="list-style-type: none"> <li>idea generation and exploration,</li> <li>preparing and presenting proposals,</li> <li>overseeing the creative and production processes</li> <li>championing successful execution</li> </ul> </li> <li>PC6. analyze campaign outcomes in detail, using a variety of proprietary software applications</li> <li>PC7. analyze customer characteristics, consumer purchase behavior, and marketing campaign performance</li> <li>PC8. own and manage email program by leading, developing, executing, tracking and measuring E2E CRM segmented email marketing communication strategies to yield positive revenue, and engagement results</li> <li>PC9. co-ordinate with NOC teams for resolving complaints and installs</li> <li>PC10. resolve technical or billing issues faced by the customers</li> <li>PC11. co-ordinate with Order Management team for upgrading or downgrading services provided to the existing customers</li> </ul>
	<b>A. Optional</b>	N.A.

**ASC/ N 0204: Design and develop framework for better customer experience.**

Knowledge and Understanding (K) w.r.t. the scope	
Element	Knowledge and Understanding
<b>B. Organisational Context</b> (Knowledge of the Company/ Organisation and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA5. standard operating procedures of the organisation/ dealership about CRM related software and technology</p> <p>KA6. documentation requirements for each procedure carried out as part of roles and responsibilities</p> <p>KA7. organisational and professional code of ethics and standards of practice</p> <p>KA8. safety and health policies and regulations for the workplace</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. technical product concepts and a track record of collaborating with engineering and product management teams</p> <p>KB2. how to organise campaigns for retaining the customers</p> <p>KB3. how to analyse customer purchasing behaviour through analysis of campaigns</p> <p>KB4. programming procedures and programming languages including Visual Basic, Javascript and SQL</p> <p>KB5. how to use and implement web technologies</p> <p>KB6. how to prepare annual sales plans for the organization</p> <p>KB7. how to organize customer engagement activities to increase customer satisfaction</p>
skills (s) w.r.t. the scope	
Element	Skills
<b>C. Core Skills/ Generic Skills</b>	<b>Writing skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA6. ability to communicate information and ideas in writing so others will understand</p> <p>SA7. write in at least one language</p>
	<b>Reading skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA8. ability to read common scientific and technical journals, financial reports, and legal documents to maintain knowledge and stay on the leading edge of developments in the industry</p> <p>SA9. read policies and regulations pertinent to the job</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA10. interact with the internal functions to ensure smoother sales process flow</p>

**ASC/ N 0204: Design and develop framework for better customer experience.**

<b>D. Professional Skills</b>	<b>Decision making</b>
	The user/individual on the job needs to know and understand how to:
	SB10. analyse the needs of the customers to establish effective customer- oriented sales process
	<b>Plan and Organise</b>
	The user/individual on the job needs to know and understand how to:
	SB11. plan work assigned on a daily basis
	SB12. organise proper CRM related techniques to ensure customer satisfaction
	<b>Customer centricity</b>
	The user/individual on the job needs to know and understand how to:
	SB13. ensure that customer's needs and requirements are assessed
	<b>Problem solving</b>
	The user/individual on the job needs to know and understand how to:
	SB14. identify complex problems and reviewing related information to develop and evaluate options and implement solutions
	SB15. ensure that the sales process is hurdle-free for the customers
	SB16. liaise with OEM sales function to ensure all arrangements and documentation are done on time
	<b>Analytical thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB17. analyse unique CRM related tools that are required in the organization
	<b>Critical thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB18. use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems

ASC/ N 0204: Design and develop framework for better customer experience.

## NOS Version Control

NOS Code	ASC/ N 0204		
Credits(NSQF)	TBD	Version number	1
Industry	Automotive	Drafted on	20/07/13
Industry Sub-sector	Automotive Vehicle Sales (OEM)	Last reviewed on	20/07/13
		Next review date	20/07/15

ASC/ N 0004: Manage customer relationship and quality service.

# National Occupational Standards



---

## Overview

This Occupational Standard describes the knowledge, understanding and skills required of an individual to manage relationship with customers, providing quality service and ensuring complete satisfaction.



**ASC/ N 0004: Manage customer relationship and quality service.**

National Occupational Standard	<b>Unit Code</b>	<b>ASC/ N 0004</b>
	<b>Unit Title (Task)</b>	<b>Manage customer relationship and quality service</b>
	<b>Description</b>	This NOS unit is about an individual managing relationship with customers, providing quality service and ensuring complete satisfaction.
	<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>understand complete customer requirements and deliver accordingly to maintain total customer satisfaction with enriching and pleasant customer experience</li> <li>resolve complete customer queries, issues &amp; complaints timely including settlement of warranty claims and other performance related issues as per the various terms &amp; conditions and guidelines</li> </ul>
	<b>Performance Criteria (PC) w.r.t. the Scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
	<b>Manage the total customer satisfaction with enriching &amp; pleasant customer experience</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. analyse and comprehend all customer requirements and needs</p> <p>PC2. document complete customer requisites and assess them</p> <p>PC3. deliver and assist in delivering as per the noted requirements</p> <p>PC4. understand complete customer queries and complaints</p> <p>PC5. document all customer queries in the prescribed format of the organisation</p> <p>PC6. ensure least turnaround time for any customer query handling/redressal especially issues related to warranty claims and other performance related issues</p> <p>PC7. maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework</p> <p>PC8. document feedbacks and reviews from the customers &amp; implement within the framework of the organization</p> <p>PC9. maintain a healthy &amp; professional relationship with the customers especially key accounts and influencers in the market</p>
	<b>Knowledge and Understanding (K) w.r.t. the scope</b>	
	<b>Element</b>	<b>Knowledge and Understanding</b>
	<b>A. Organisational Context</b> (Knowledge of the Company/ Organisation and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. standard operating procedures within one's own organisation</p> <p>KA2. standard operating procedures for query and complaint reporting along with their redressal mechanism in the organisation</p> <p>KA3. framework and guidelines as prescribed by the organisation for query and complaint redressal</p> <p>KA4. customer relationship management (CRM) related framework provided by the</p>

**ASC/ N 0004: Manage customer relationship and quality service.**

	<p>organisation</p> <p>KA5. terms &amp; conditions agreed between the respective auto component/ aggregate and the various OEMs/ OEM channel partners for supply, procurement of the various auto components/ aggregates</p> <p>KA6. documentation requirements for each procedure carried out as part of roles and responsibilities as per the organizational guidelines</p> <p>KA7. organisational and professional code of ethics and standards of practice</p> <p>KA8. safety and health policies and regulations for the workplace</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. the technical specifications of various OEM vehicles and the different variant/ model of auto components/ aggregates used along with those of the competitor auto component manufacturer</p> <p>KB2. detailed technical and performance specifications of the auto component for various OEM vehicles</p> <p>KB3. how to collaborate with the organizational manufacturing engineering, product management teams along with the service team of the respective OEM vehicle and local channel partner service team</p> <p>KB4. documentation requirements from the customers with respect to warranty claims and other performance related feedback on the for respective OEM vehicle</p> <p>KB5. requirements of the customers and suggest delivery accordingly</p> <p>KB6. software or format used to capture for customer relationship management (CRM) within the organisation</p> <p>KB7. software or format such as MS word, excel, PowerPoint and management information system (MIS)</p> <p>KB8. how to capture customer voice/ feedback on the auto components/ aggregates for various OEM vehicles on price, performance, availability of spares, warranty &amp; other service-related aspects etc.</p>
<b>Skills (S) w.r.t. the scope</b>	
<b>Element</b>	<b>Skills</b>
<b>A. Core Skills/ Generic Skills</b>	<b>Writing skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. create documents required on the job (including database on key customers/ accounts and major retailers, response or feedback forms, customer-query sheets, response or feedback sheets etc.)</p> <p>SA2. either write or get it done from subordinates, a detailed failure report analysis in case of a failed component/ aggregate escalating to the auto component manufacturer</p> <p>SA3. write in at least one language</p>
	<b>Reading skills</b>

**ASC/ N 0004: Manage customer relationship and quality service.**

	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. read feedback from customers on warranty and other performance related aspects</p> <p>SA5. read the specific requirements, queries that the customer may have on various auto components including any specific technical query</p> <p>SA6. read brochures and technical specifications of the vehicle provided by the OEM and channel partner (dealership)</p> <p>SA7. read policies and regulations pertinent to the job</p>
	<p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA8. interact with the customers for getting their requirements, queries and feedbacks</p> <p>SA9. interact with organisation's internal stakeholders for efficient customer relationship management interact with team members to work efficiently</p>
<b>B. Professional Skills</b>	<p><b>Decision making</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. analyse information and evaluate results to choose the best solution and solve problems</p> <p>SB2. analyse any potential issue that may affect the performance of the vehicle and convey it in a timely manner</p>
	<p><b>Plan and Organise</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. plan work assigned on a daily basis</p> <p>SB4. follow up regularly on potential complaints, issues raised by the customer</p>
	<p><b>Customer centricity</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. ensure that customer needs are assessed and satisfactory service is provided</p> <p>SB6. ensure that performance of the auto component is up to the mark and any pending issues or complaints are resolved in a timely manner according to the terms &amp; conditions mandated by either the OEM or the auto component manufacturer</p>
	<p><b>Problem solving</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. analyse all the complaints, queries or issues raised by the customers to either the OEM channel partner/ auto component dealer/ retailer in the market</p> <p>SB8. deliver and act as per the organisation provided/guided resolutions</p>

**ASC/ N 0004: Manage customer relationship and quality service.**

	SB9. liaise with all stakeholders to ensure hassle-free resolution of the complaints by the concerned customer in a timely fashion
	<b>Analytical thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB10. evaluate and identify areas of complaints from the customer affecting the performance of his vehicle
	SB11. assess time and cost required for customer resolution based on complaints, problems or queries identified
	SB12. evaluate and identify key customer experience enhancing areas
	<b>Critical thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB13. evaluate the information gathered from the customer complaint report and utilise it to identify timely resolutions
	SB14. evaluate the information gathered from the market (including retail segment, key accounts/ customers and OEM along with the OEM channel partners) and use it to ensure higher customer satisfaction

ASC/ N 0004: Manage customer relationship and quality service.

## NOS Version Control

NOS Code	ASC/ N 0004		
Credits(NSQF)	TBD	Version number	1
Industry	Automotive	Drafted on	23/07/13
Industry Sub-sector	NA	Last reviewed on	23/07/13
		Next review date	23/07/15

ASC/ N 0001: Plan and organise work to meet expected outcomes

# National Occupational Standards



---

## Overview

This unit is about planning and organising an individual's work in order to complete it to the required standards, on time and within budget in terms of cost and material.

**ASC/ N 0001: Plan and organise work to meet expected outcomes**

<b>Unit Code</b>	<b>ASC/ N 0001</b>
<b>Unit Title (Task)</b>	<b>Plan and organise work to meet expected outcomes</b>
<b>Description</b>	This NOS unit is about planning and organising an individual's work in order to complete it to the required standards on time.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>work requirements including various activities, deliverables or work output required in the given time, maintain set quality standards</li> <li>appropriate use of resources (both material / equipment's and manpower)</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Work requirements including various activities within the given time and set quality standards</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. keep immediate work area clean and tidy</p> <p>PC2. treat confidential information as per the organisation's guidelines</p> <p>PC3. work in line with organisation's policies and procedures</p> <p>PC4. work within the limits of job role</p> <p>PC5. obtain guidance from appropriate people, where necessary</p> <p>PC6. ensure work meets the agreed requirements</p>
<b>Appropriate use of resources</b>	<p>PC7. establish and agree on work requirements with appropriate people</p> <p>PC8. manage time, materials and cost effectively</p> <p>PC9. use resources in a responsible manner</p>
<b>Knowledge and Understanding (K) w.r.t. the scope</b>	
<b>Element</b>	<b>Knowledge and Understanding</b>
<b>A. Organisational Context (Knowledge of the Company/Organisation and its processes)</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. the organisation's policies, procedures and priorities for area of work, role and responsibilities in carrying out that work</p> <p>KA2. the limits of responsibilities and when to involve others</p> <p>KA3. specific work requirements and who these must be agreed with</p> <p>KA4. the importance of having a tidy work area and how to do this</p> <p>KA5. how to prioritize workload according to urgency and importance and the benefits of this</p> <p>KA6. the organisation's policies and procedures for dealing with confidential information and the importance of complying with these</p> <p>KA7. the purpose of keeping others updated with the progress of work</p> <p>KA8. who to obtain guidance from and the typical circumstances when this may be required</p> <p>KA9. the purpose and value of being flexible and adapting work plans</p>



**ASC/ N 0001: Plan and organise work to meet expected outcomes**

	to reflect change
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. how to complete tasks accurately by following standard procedures</p> <p>KB2. technical resources needed for work and how to obtain and use these</p>
<b>Skills (S) w.r.t. the scope</b>	
<b>Element</b>	<b>Skills</b>
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/individual on the job needs to know and understand how to:
	SA1. write in at least one language
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to:
	SA2. read instructions, guidelines/procedures
<b>B. Professional Skills</b>	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to:
	SA3. ask for clarification and advice from appropriate persons
	SA4. communicate orally with colleagues
	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to:
<b>B. Professional Skills</b>	SB1. make a decision on a suitable course of action appropriate for accurately completing the task within resources
	<b>Plan and Organise</b>
	The user/individual on the job needs to know and understand how to:
	SB2. agree objectives and work requirements
	SB3. plan and organise work to achieve targets and deadlines
	<b>Customer Centricity</b>
<b>B. Professional Skills</b>	The user/individual on the job needs to know and understand how to:
	SB4. deliver consistent and reliable service to customers
	SB5. check own work and ensure it meets customer requirements
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to:
	SB6. refer anomalies to the concerned persons
<b>B. Professional Skills</b>	<b>Analytical Thinking</b>

**ASC/ N 0001: Plan and organise work to meet expected outcomes**

	The user/individual on the job needs to know and understand how to:
	SB7. analyse problems and identify work -arounds taking help from concerned persons where required
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB8. apply own judgement to identify solutions in different situations



ASC/ N 0001: Plan and organise work to meet expected outcomes

## NOS Version Control

NOS Code	ASC/ N 0001		
Credits(NSQF)	TBD	Version number	1
Industry	Automotive	Drafted on	10/06/13
Industry Sub-sector	NA	Last reviewed on	10/06/13
		Next review date	10/06/15

ASC/ N 0002: Work effectively in a team.

# National Occupational Standards



---

## Overview

This unit is about working effectively with colleagues, either in own work group or in other work groups within organisation.

**ASC/ N 0002: Work effectively in a team.**

National Occupational Standard	<b>Unit Code</b>	<b>ASC/ N 0002</b>
	<b>Unit Title (Task)</b>	<b>Work effectively in a team</b>
	<b>Description</b>	This NOS unit is about working effectively within a team, either in individual's own work group or in other work groups outside the organisation.
	<b>Scope</b>	This unit/task covers the following: Colleagues: <ul style="list-style-type: none"> <li>interact &amp; communicate effectively with colleagues including member in the own group as well as other groups</li> </ul>
	<b>Performance Criteria (PC) w.r.t. the Scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
	<b>Interact &amp; communicate effectively with colleagues including member in the own group as well as other groups</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written)</p> <p>PC2. work with colleagues to integrate work</p> <p>PC3. pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means</p> <p>PC4. work in ways that show respect for colleagues</p> <p>PC5. carry out commitments made to colleagues</p> <p>PC6. let colleagues know in good time if cannot carry out commitments, explaining the reasons</p> <p>PC7. identify problems in working with colleagues and take the initiative to solve these problems</p> <p>PC8. follow the organisation's policies and procedures for working with colleagues</p>
	<b>Knowledge and Understanding (K) w.r.t. the scope</b>	
	<b>Element</b>	<b>Knowledge and Understanding</b>
	<b>A. Organisational Context (Knowledge of the Company/Organisation and its processes)</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. the organisation's policies and procedures for working with colleagues, role and responsibilities in relation to this</p> <p>KA2. the importance of effective communication and establishing good working relationships with colleagues</p> <p>KA3. different methods of communication and the circumstances in which it is appropriate to use these</p> <p>KA4. the importance of creating an environment of trust and mutual respect</p> <p>KA5. the implications of own work on the work and schedule of others</p>

**ASC/ N 0002: Work effectively in a team.**

<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. different types of information that colleagues might need and the importance of providing this information when it is required</p> <p>KB2. the importance of helping colleagues with problems, in order to meet quality and time standards as a team</p>
<b>Skills (S) w.r.t. the scope</b>	
<b>Element</b>	<b>Skills</b>
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. complete written work with attention to detail</p>
	<b>Reading Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. read instructions, guidelines/procedures</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. listen effectively and orally communicate information</p> <p>SA4. ask for clarification and advice from the concerned person</p>
<b>B. Professional Skills</b>	<b>Decision Making</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make decisions on a suitable course of action or response keeping in view resource utilization while meeting commitments</p>
	<b>Plan and Organise</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. plan and organise work to achieve targets and deadlines</p>
	<b>Customer Centricity</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. check that the work meets customer requirements</p> <p>SB4. deliver consistent and reliable service to customers</p>
	<b>Problem Solving</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. apply problem solving approaches in different situations</p>
	<b>Critical Thinking</b>
	<p>The user/individual on the job needs to know and understand how to:</p>

**ASC/ N 0002: Work effectively in a team.**

	SB6. apply balanced judgements to different situations
--	--





ASC/ N 0002: Work effectively in a team.

## NOS Version Control

NOS Code	ASC/ N 0002		
Credits(NSQF)	TBD	Version number	1
Industry	Automotive	Drafted on	10/06/13
Industry Sub-sector	NA	Last reviewed on	10/06/13
		Next review date	10/06/15

ASC/ N 0003: Maintain a healthy, safe and secure working environment

# National Occupational Standards



---

## Overview

This unit is about monitoring work place practices and making sure they meet requirements for health, safety, security and environmental concerns.

**ASC/ N 0003: Maintain a healthy, safe and secure working environment**

<b>Unit Code</b>	<b>ASC/ N 0003</b>
<b>Unit Title (Task)</b>	<b>Maintain a healthy, safe and secure working environment</b>
<b>Description</b>	This NOS unit is about monitoring the working environment and making sure it meets requirements for health, safety and security.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Resources (both material &amp; manpower) needed to maintain a safe working environment as per the prevalent norms &amp; government policies including emergency procedures for illness, accidents, fires or any other reason which may involve evacuation of the premises</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Resources needed to maintain a safe, secure working environment</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. comply with organisation's current health, safety and security policies and procedures</p> <p>PC2. report any identified breaches in health, safety, and security policies and procedures to the designated person</p> <p>PC3. coordinate with other resources at the workplace to achieve the healthy, safe and secure environment for all incorporating all government norms esp. for emergency situations like fires, earthquakes etc.</p> <p>PC4. identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority</p> <p>PC5. report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected</p> <p>PC6. follow organisation's emergency procedures for accidents, fires or any other natural calamity</p> <p>PC7. identify and recommend opportunities for improving health, safety, and security to the designated person</p> <p>PC8. complete all health and safety records are updates and procedures well defined</p>
<b>Knowledge and Understanding (K) w.r.t. the scope</b>	
<b>Element</b>	<b>Knowledge and Understanding</b>
<b>A. Organisational Context (Knowledge of the Company/Organisation and its processes)</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. legislative requirements and organisation's procedures for health, safety and security and individual's role and responsibilities in relation to this</p> <p>KA2. what is meant by a hazard, including the different types of health and safety hazards that can be found in the workplace</p> <p>KA3. how and when to report hazards</p> <p>KA4. the limits of responsibility for dealing with hazards</p>

**ASC/ N 0003: Maintain a healthy, safe and secure working environment**

	<p>KA5. the organisation's emergency procedures for different emergency situations and the importance of following these</p> <p>KA6. the importance of maintaining high standards of health, safety and security</p> <p>KA7. implications that any non-compliance with health, safety and security may have on individuals and the organisation</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. different types of breaches in health, safety and security and how and when to report these</p> <p>KB2. evacuation procedures for workers and visitors</p> <p>KB3. how to summon medical assistance and the emergency services, where necessary</p> <p>KB4. how to use the health, safety and accident reporting procedures and the importance of these</p>
<b>Skills (S) w.r.t. the scope</b>	
<b>Element</b>	<b>Skills</b>
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/individual on the job needs to know and understand how to:
	SA1. complete accurate, well written work with attention to detail
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to:
	SA2. read instructions, guidelines/procedures/rules
<b>B. Professional Skills</b>	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to:
	SA3. listen to and orally communicate information with all concerned
	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to:
	SB1. make decisions on a suitable course of action or response
<b>B. Professional Skills</b>	<b>Plan and Organise</b>
	The user/individual on the job needs to know and understand how to:
	SB2. plan and organise work to achieve targets and deadlines
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to:
	SB3. build and maintain positive and effective relationships with colleagues and customers
<b>B. Professional Skills</b>	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to:

**ASC/ N 0003: Maintain a healthy, safe and secure working environment**

	SB4. apply problem solving approaches in different situations
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB5. analyse data and activities
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB6. apply balanced judgements to different situations



**ASC/ N 0003: Maintain a healthy, safe and secure working environment**

**NOS Version Control**

NOS Code	ASC/ N 0003		
Credits(NSQF)	TBD	Version number	1
Industry	Automotive	Drafted on	10/06/13
Industry Sub-sector	NA	Last reviewed on	10/06/13
		Next review date	10/06/15