

## 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

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## Introduction

### Qualifications Pack – Telecaller

**SECTOR:** AUTOMOTIVE

**SUB-SECTOR:** AUTOMOTIVEVEHICLE SALES (DEALER)

**OCCUPATION:** SALES SUPPORT

**REFERENCE ID:** ASC/ Q 1105

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

**Telecaller (Dealer)** is also known as Telecalling officer, Customer calling executive and Sales/ Customer support executive etc.

**Brief Job Description:** A **Telecaller** is responsible for making cold calls to the customer and supporting sales to generate sales leads (telemarketing activities) and also support follow-up calls to support both sales and service activities

**Personal Attributes:** The individual on this job must have good communication and interpersonal skills along with a pleasing personality to attend all sorts of enquiries from the customers. The individual should depict customer centricity in daily behaviour and should be able to talk and convince customers. The individual must be patient and good listening ability and customer centric attitude is highly desirable to understand various requirements and tackle the irate customers.

Job Details	Qualifications Pack Code	ASC/ Q 1105		
	Job Role	Telecaller		
	Credits(NSQF)	TBD	Version number	1.0
	Industry	Automotive	Drafted on	10/06/13
	Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	10/06/13
	Occupation	Sales Support	Next review date	10/06/15

Job Role	Telecaller (Dealer)
Role Description	Assist and support sales function through making cold calls to the customers supporting sales and service through telemarketing activities
NSQF level	4
Minimum Educational Qualifications	Class XII
Maximum Educational Qualifications	Undergraduate degree or diploma in any discipline
Training (Suggested but not mandatory)	On the job training
Experience	Not applicable
National Occupational Standards (NOS)	<b>Compulsory:</b>  <b>ASC/ N 1107:</b> <a href="#">Generate sales activities through telemarketing activities</a> <b>ASC/ N 1108:</b> <a href="#">Coordinate with sales team for passing on the prospective leads</a> <b>ASC/ N 0001:</b> <a href="#">Plan and organise work to meet expected outcomes</a> <b>ASC/ N 0002:</b> <a href="#">Work effectively in a team</a> <b>ASC/ N 0003:</b> <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
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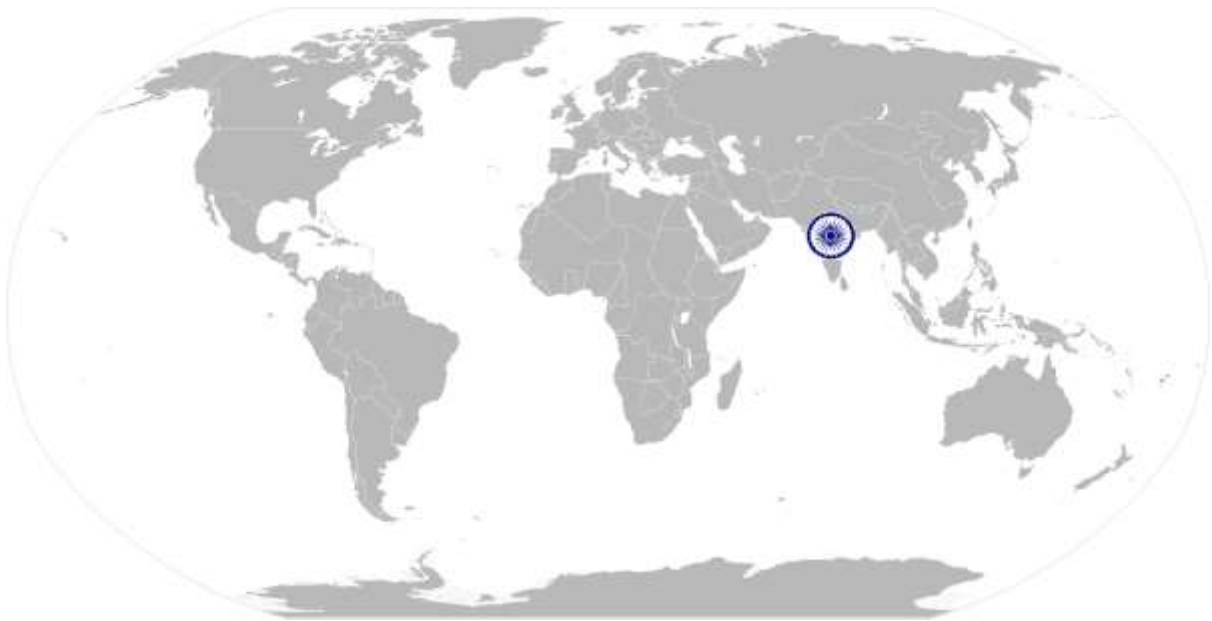
## Definitions

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 organisation.
Knowledge and Understanding	Knowledge and understanding 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.
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 organisation 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 a 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.
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 1107: Generate sales leads through telemarketing activities

# National Occupational Standards



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## Overview

This Occupational Standard describes the knowledge, understanding and skills required of a Telecaller to generate sales leads through telemarketing activities.

### ASC/ N 1107: Generate sales leads through telemarketing activities

#### National Occupational Standard

<b>Unit Code</b>	<b>ASC/ N 1107</b>
<b>Unit Title (Task)</b>	<b>Generate sales leads through telemarketing activities</b>
<b>Description</b>	This NOS unit is about a Telecaller who generate sales leads through various telemarketing activities.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>generate sales prospects or leads through telemarketing including making cold calls and make follow-up calls for both sales &amp; service sub-functions</li> <li>support sales function in the dealership through other allied activities</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Support sales &amp; service sub-functions through making calls</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. call and enquire about buying plans or interests, as per the calling script, from the prospective calling list assigned</p> <p>PC2. greet the customers and get vehicle buying interests and time schedule from the prospective calling list to get sales leads</p> <p>PC3. mention FAB (features / advantages / benefits) and USPs of the vehicle OEM brands available at the dealership over the competitor models</p> <p>PC4. invite, fix and record customer prospective visit for test drive, either at showroom or at any mutually agreed location</p> <p>PC5. ask potential customers for information on reasons for considering purchase and comprehend all customer requirements and needs</p> <p>PC6. assist in pre-sales and post-sales support to customers</p> <p>PC7. record all feedbacks and complaints from customers in the system in a prescribed OEM format</p> <p>PC8. assist in management of key customer relationship and coordinate with sales to ensure that all pending responses are responded to in a timely and satisfactory manner</p> <p>PC9. arrange for vehicle pick up and drops to and from work shops</p> <p>PC10. understand the key customer requirements from a vehicle (during sales pitch) and any pending service related issue (during service calls follow-ups to generate repeat/ referral sales) and highlight the requirements/ issues for early redressal</p>
<b>Knowledge and Understanding (K)</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 of the OEM related with telemarketing sales (including OEM mandated customized sales pitch for a few OEM driven campaigns/ events)</p> <p>KA2. standard operating procedures within one's own organisation related with telemarketing and sales</p> <p>KA3. standard operating procedures for customer query reporting along with their</p>

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	<p>resolution mechanism through the sales team in the organisation</p> <p>KA4. Customer Relationship Management (CRM) related framework provided by the organisation</p> <p>KA5. documentation requirements for each procedure carried out as part of roles and responsibilities as per the organizational guidelines</p> <p>KA6. process flow of complete sales and service cycles at the dealership</p> <p>KA7. Institutional and professional code of ethics and standards of practice</p> <p>KA8. safety and health policies and regulations for the workplace including automotive showroom in general</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. the basic customer and personal service principles and processes for providing customer and personal services through telemarketing calls</p> <p>KB2. how to handle and resolve basic customer queries</p> <p>KB3. training modules and scripts provided by the OEM for the telemarketing</p> <p>KB4. technical aspects related with all varieties of vehicles at the dealership</p> <p>KB5. technical details and problems related with service of all kinds of vehicles</p> <p>KB6. how to manage key customer requirements while make sales calls (during sales pitch) or any service related calls (during follow-ups to generate repeat/ referral sales) and highlight the requirements/ issues for early redressal to Customer Relationship Executive (CRE)</p> <p>KB7. software or Format such as MS word, excel, PowerPoint and Management Information System (MIS)</p> <p>KB8. statutory compliance of the government and legal aspects</p> <p>KB9. local market procedures &amp; customer preferences of that area along with sales peculiarities based on geographical nuances etc.</p>
<b>Skills (S)</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 documentation required on the job (including follow-up sheets for both sales and service calls)</p> <p>SA2. capture the profile of the customer during the telemarketing initiatives like cold calls (including demographics, preferences which would help in proper follow-up on these leads by the sales team)</p> <p>SA3. Write in at least one local language</p>
	<b>Reading skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Read general instructions or guidelines from OEM, mandatory for telemarketing</p> <p>SA5. Read telemarketing scripts provided by the OEM and dealership mandatory for making a sales pitch</p> <p>SA6. read feedback from customers on the level of services provided by the</p>

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	dealership SA7. read policies and regulations pertinent to the job SA8. read follow-up sheet, worksheets and other evaluation sheets prepared as a result for any major marketing campaign by the OEM (e.g. loan mela, free service campaigns to generate additional footfalls in the showroom to generate more sales leads)
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to:  SA9. interact with customers for getting their requirements, queries and feedbacks and generate perspective leads SA10. interact with sales, service and administrative function of the dealership SA11. interact with superiors and other support staff function in the one's own organisation
<b>B. Professional Skills</b>	<b>Decision making</b>
	The user/individual on the job needs to know and understand how to:  SB1. analyse information and evaluate results to choose the best solution and solve problems SB2. analyse all the feedbacks provided by the customers and act accordingly
	<b>Plan and Organise</b>
	The user/individual on the job needs to know and understand how to:  SB3. plan work assigned on a daily basis SB4. plan and organise activities achieving business targets on a periodical basis (e.g. in case of telemarketing activities schedules for a particular date like loan mela, free service campaigns, plan the calls in such a way to reach out to maximum target audience and generate additional footfalls to generate more sales leads) SB5. follow up regularly on potential complaints, issues raised by the customer
	<b>Customer centricity</b>
	The user/individual on the job needs to know and understand how to:  SB6. ensure that customer's requirements are assessed and satisfactory service is provided SB7. ensure that customer is greeted and is attended properly during the duration of the call (cold call or telemarketing call) as per organisation's protocols SB8. ensure that during making cold calls, customers whose contact number is on DND (do not disturb) are not called again SB9. ensure that queries outside the scope of work are addressed and passed on to the relevant person and prompt reply is obtained and passed on to the customer
	<b>Problem solving</b>
	The user/individual on the job needs to know and understand how to:  SB10. clarify and solve all sales and service function queries generated due to any kind

**ASC/ N 1107: Generate sales leads through telemarketing activities**

	of anomalies and take appropriate actions, as required
	<b>Analytical thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB11. evaluate and identify areas of query from the customer and ensure proper resolution to ensure maximum satisfaction
	SB12. evaluate customer feedbacks and reviews for its effectiveness by ensuring proper checks and report them
	<b>Critical thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB13. generate customer interest through telemarketing and engage in test drives for initiation of perspective sales leads



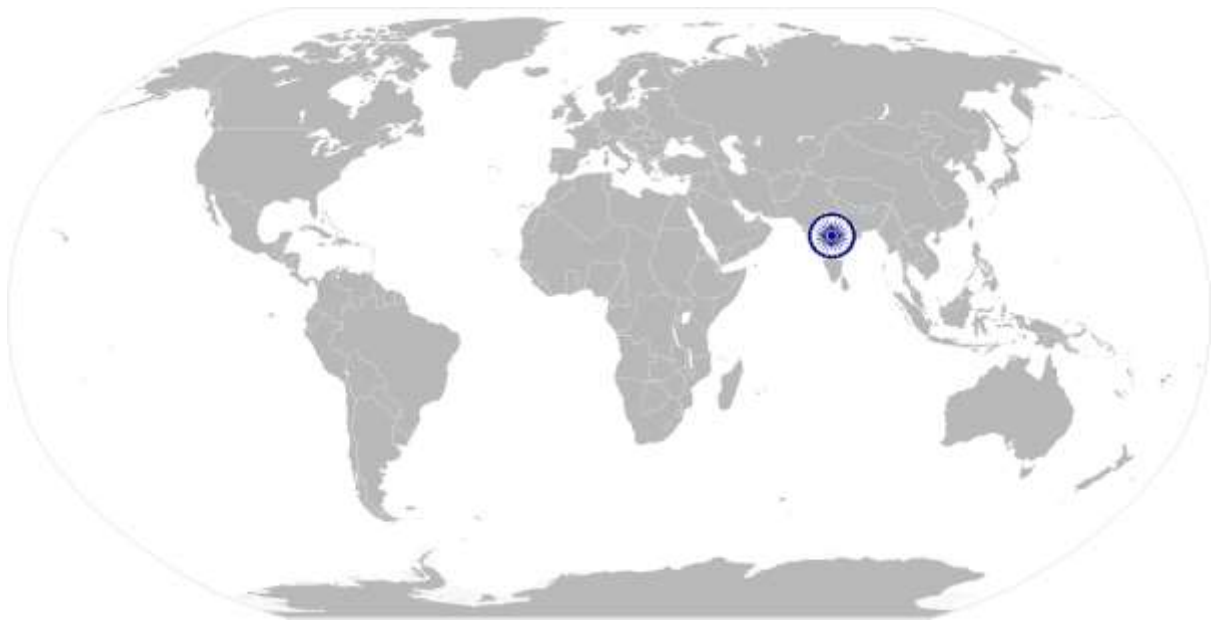
ASC/ N 1107: Generate sales leads through telemarketing activities

## NOS Version Control

NOS Code	ASC/ N 1107		
Credits(NSQF)	TBD	Version number	1
Industry	Automotive	Drafted on	10/06/13
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	10/06/13
		Next review date	10/06/15

ASC/ N 1108: Coordinate with sales team for passing on the prospective leads

# National Occupational Standards



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## Overview

This Occupational Standard describes the knowledge, understanding and skills required of an individual to coordinate with sales team for passing on the prospective leads.

### ASC/ N 1108: Coordinate with sales team for passing on the prospective leads

<b>Unit Code</b>	<b>ASC/ N 1108</b>
<b>Unit Title (Task)</b>	<b>Coordinate with sales team for passing on the prospective leads</b>
<b>Description</b>	This NOS unit is about an individual coordinating with sales team for passing on the prospective leads.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>assist and support in follow-ups</li> <li>resolve complete customer queries and problems to maintain total customer satisfaction with enriching and pleasant customer experience</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Assist in follow-ups and resolve customer queries and problems</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. pass on the details of the appointments got fixed for the test drives as per the area assigned and transfer to the sales executives accordingly</p> <p>PC2. record all sales follow-ups with all the prospective customers in the system</p> <p>PC3. follow-up for services with the customers and update records or system for the services department</p> <p>PC4. arrange and coordinate with home service executives for pick-drop facility</p> <p>PC5. coordinate and liaison with dealer services function for passing on the prospective leads for smoother services</p> <p>PC6. analyse and comprehend all customer requirements and needs</p> <p>PC7. follow-up with customers for their feedbacks and reviews</p> <p>PC8. record all feedbacks and complaints from customers in the system</p> <p>PC9. deliver and assist in delivering as per the noted requirements</p> <p>PC10. ensure least turnaround time for any customer query handling/redressal</p> <p>PC11. maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework</p> <p>PC12. maintain long term association with the customers</p>
<b>Knowledge and Understanding (K)</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 of the OEM related with telemarketing and sales</p> <p>KA2. standard operating procedures of the dealership related with telemarketing and sales</p> <p>KA3. standard operating procedures of the dealership related with customer experience and satisfaction</p> <p>KA4. standard operating procedures for query and problem reporting and their redressal in the organisation</p> <p>KA5. Customer relationship management (CRM) related framework provided by the organisation</p>

**ASC/ N 1108: Coordinate with sales team for passing on the prospective leads**

	<p>KA6. documentation requirements for each procedure carried out as part of roles and responsibilities</p> <p>KA7. institutional 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. complete process flow for a business cycle of sales and services both</p> <p>KB2. documentation requirements from the customers</p> <p>KB3. requirements of the customers and suggest delivery accordingly</p> <p>KB4. customer problems and queries and documenting it in the organisation's prescribed format</p> <p>KB5. redressal documents and act accordingly</p> <p>KB6. software or format used for customer relationship management (CRM) in the organisation</p> <p>KB7. software or format such as MS Word, Excel, PowerPoint and Management Information System (MIS)</p> <p>KB8. time needed for resolution of queries according to the organisation's guidelines</p>
<b>Skills (S)</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 requirement sheets, query sheets, response or feedback sheets etc.)</p> <p>SA2. write in at least one local language</p>
	<b>Reading skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. read instructions from customers in terms of their requirements, queries and feedbacks</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 customers for understanding their requirements, queries and feedbacks</p> <p>SA6. interact with organisation's internal stakeholders for efficient customer relationship management</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 information and evaluate results to choose the best solution and solve problems</p>
	<b>Plan and Organise</b>

**ASC/ N 1108: Coordinate with sales team for passing on the prospective leads**

	The user/individual on the job needs to know and understand how to:
	SB2. plan work assigned on a daily basis and provide estimates of time required for each piece of work
	<b>Customer centricity</b>
	The user/individual on the job needs to know and understand how to:
	SB3. ensure that customer needs are assessed and satisfactory service is provided
	SB4. ensure that the customer has agreed with all the work performed
	SB5. ensure that the customer provides constructive feedback and reviews
	<b>Problem solving</b>
	The user/individual on the job needs to know and understand how to:
	SB6. analyse all the queries or problems posted by the customers
	SB7. deliver and act as per the organisation provided/guided resolutions
	<b>Analytical thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB8. evaluate and identify key customer satisfaction areas
	SB9. evaluate and identify key customer experience enhancing areas
	SB10. assess time and cost required based on problems or queries identified
	<b>Critical thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB11. evaluate the information gathered from the customer complaint report and utilise it to identify timely resolutions

ASC/ N 1108: Coordinate with sales team for passing on the prospective leads

## NOS Version Control

NOS Code	ASC/ N 1108		
Credits(NSQF)	TBD	Version number	1
Industry	Automotive	Drafted on	10/06/13
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	10/06/13
		Next review date	10/05/15



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

# National Occupational Standards



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## 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>

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

	KA9. the purpose and value of being flexible and adapting work plans 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:
	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>CustomerCentricity</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>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to:

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

	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



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## 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	Unit Code	ASC/ N 0002
	Unit Title (Task)	Work effectively in a team
	Description	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.
	Scope	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>
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Interact & communicate effectively with colleagues including member in the own group as well as other groups	<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>
	Knowledge and Understanding (K) w.r.t. the scope	
	Element	Knowledge and Understanding
	A. Organisational Context (Knowledge of the Company/Organisation and its processes)	<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>
	B. Technical Knowledge	The user/individual on the job needs to know and understand:

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

	<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>
	The user/individual on the job needs to know and understand how to:
	SA1. complete 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
	<b>Oral Communication (Listening and Speaking skills)</b>
<b>B. Professional Skills</b>	The user/individual on the job needs to know and understand how to:
	SA3. listen effectively and orally communicate information
	SA4. ask for clarification and advice from the concerned person
	<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 responsekeeping in view resource utilization while meeting commitments
	<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>CustomerCentricity</b>
	The user/individual on the job needs to know and understand how to:
	SB3. check that the work meets customer requirements
	SB4. deliver consistent and reliable service to customers
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to:
	SB5. apply problem solving approaches in different situations
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB6. apply balanced judgements to different situations

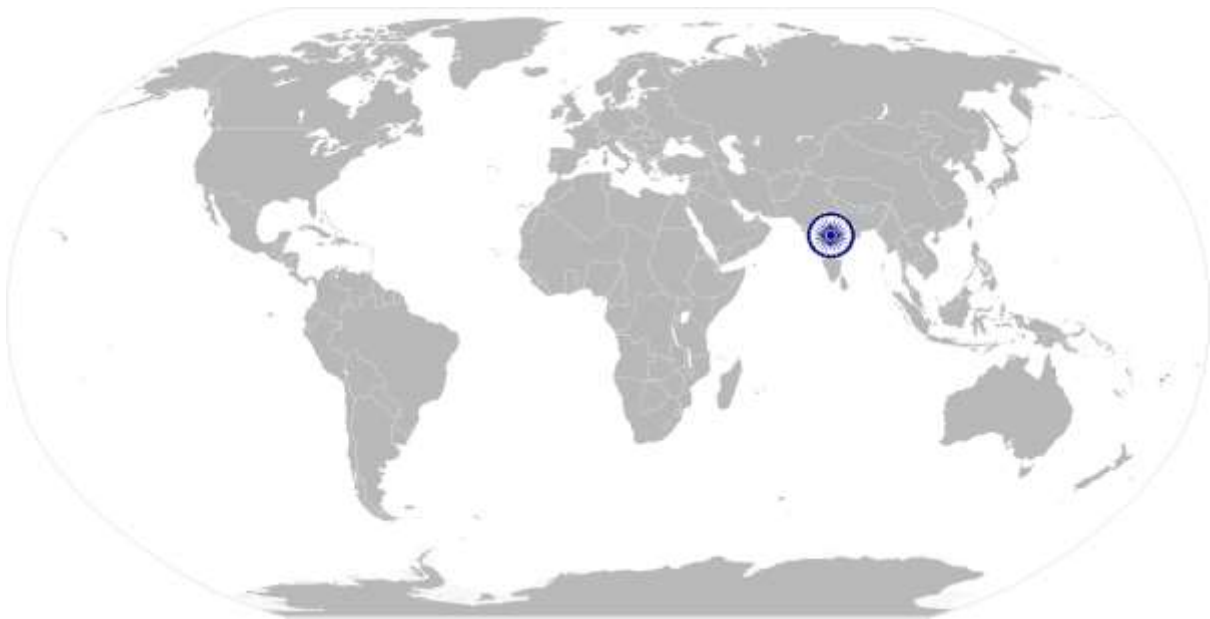
ASC/ N 0002: Work effectively in a team

## 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



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## 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**

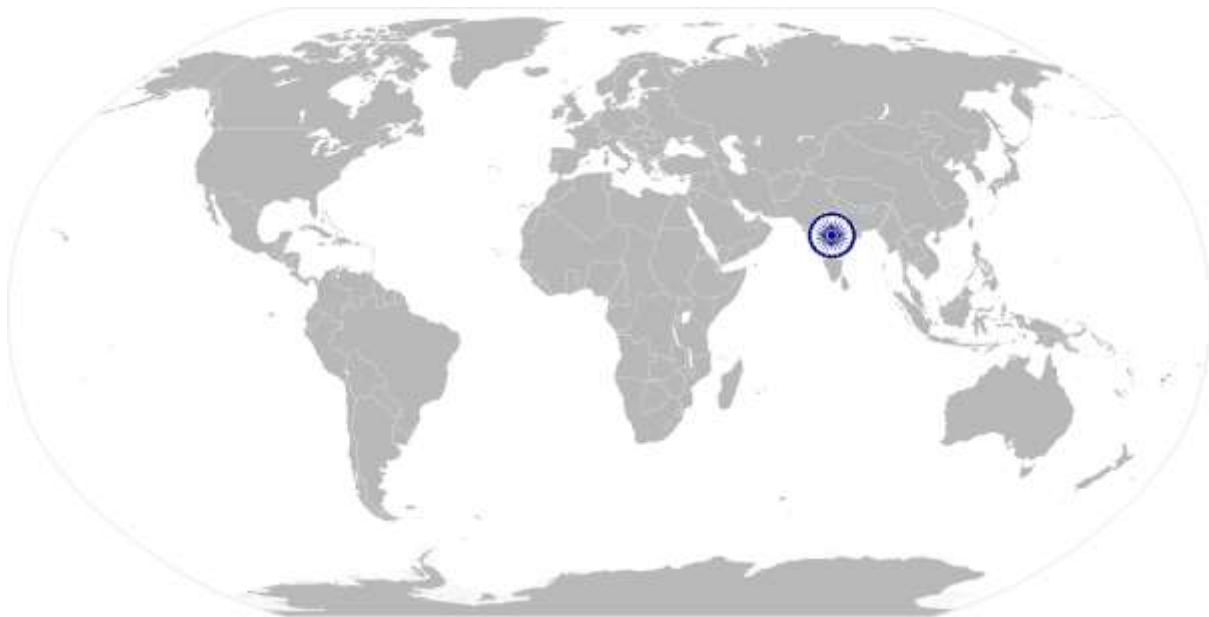
Unit Code	ASC/ N 0003
Unit Title (Task)	Maintain a healthy, safe and secure working environment
Description	This NOS unit is about monitoring the working environment and making sure it meets requirements for health, safety and security.
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: 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>
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
<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>
Knowledge and Understanding (K) w.r.t. the scope	
Element	Knowledge and Understanding
<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. 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>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>CustomerCentricity</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>Problem Solving</b>
	The user/individual on the job needs to know and understand how to:
	SB4. apply problem solving approaches in different situations

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

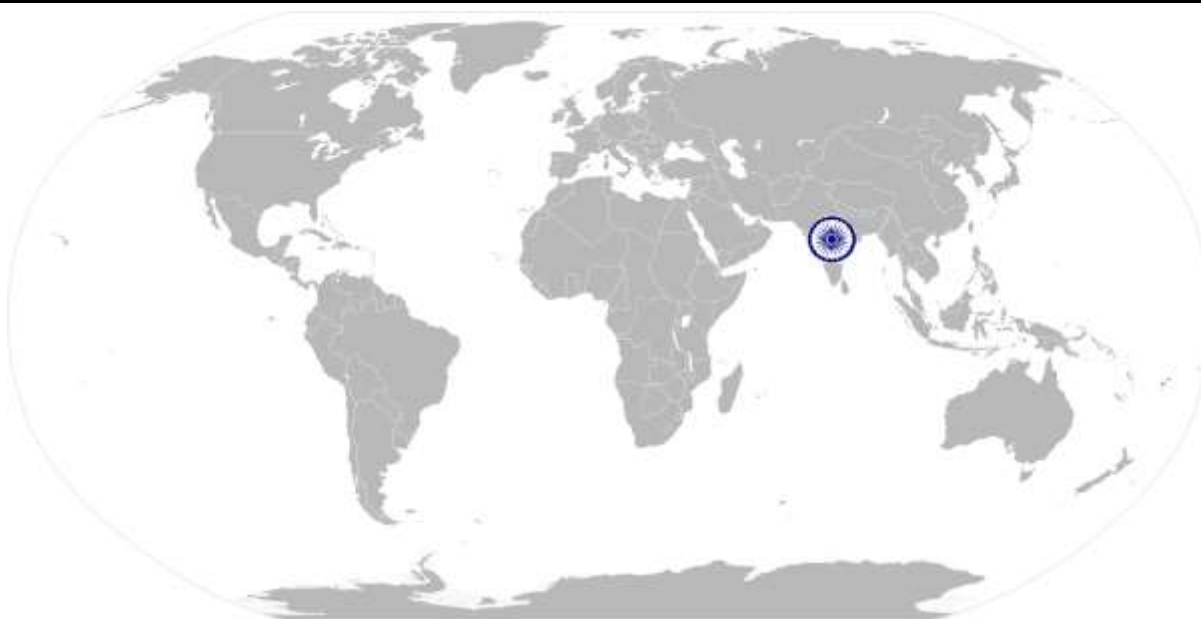
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB5. analyse data and activities
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB6. apply balanced judgements to different situations



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

**NOS Version Control**

NOS Code	ASC/ N 0003		
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Industry	Automotive	Drafted on	10/06/13
Industry Sub-sector	NA	Last reviewed on	10/06/13
		Next review date	10/06/15



### Qualifications Pack for Telecaller

#### Criteria for assessment of Trainees

JOB ROLE	Telecaller L4
Qualification Pack	ASC/Q 1105
No. Of NOS	2 Role specific ,3 generic

NOS Title/ NOS Elements	NOS & Performance Criterion Description	Marks allocation	
ASC/N1107	Generate sales lead through telemarketing	Viva	Practical
<b>Support sales &amp; service sub-functions through making calls</b>	To be competent, the user/individual on the job must be able to:		
	PC1. call and enquire about buying plans or interests, as per the calling script, from the prospective calling list assigned		
	PC2. greet the customers and get vehicle buying interests and time schedule from the prospective calling list to get sales leads	10	25
	PC3. mention FAB (features / advantages / benefits) and USPs of the vehicle OEM brands available at the dealership over the competitor models		
	PC4. invite, fix and record customer prospective visit for test drive, either at showroom or at any mutually agreed location	5	10
	PC5. ask potential customers for information on reasons for considering purchase and comprehend all customer requirements and needs		
	PC6. assist in pre-sales and post-sales support to customers	20	25
	PC7. record all feedbacks and complaints from customers in the system in a prescribed OEM format		
	PC8. assist in management of key customer relationship and coordinate with sales to ensure that all pending responses are responded to in a timely and satisfactory manner		
	PC9. arrange for vehicle pick up and drops to and from work shops	5	10
	PC10. understand the key customer requirements from a vehicle (during sales pitch) and any pending service related issue (during service calls follow-ups to generate repeat/ referral sales) and highlight the requirements/ issues for early redressal	10	-
	<b>subtotal</b>	<b>50</b>	<b>70</b>
<b>ASC/N 1108</b>	<b>Co-ordinate with Sales team for passing on prospective leads</b>	<b>Viva</b>	<b>Practical</b>
<b>Assist in follow-ups and</b>	To be competent, the user/individual on the job must be able to:		

### Qualifications Pack for Telecaller

resolve customer queries and problems	PC1. pass on the details of the appointments got fixed for the test drives as per the area assigned and transfer to the sales executives accordingly PC2. record all sales follow-ups with all the prospective customers in the system PC3. follow-up for services with the customers and update records or system for the services department PC4. arrange and coordinate with home service executives for pick-drop facility PC5. coordinate and liaison with dealer services function for passing on the prospective leads for smoother services PC6. analyse and comprehend all customer requirements and needs PC7. follow-up with customers for their feedbacks and reviews PC8. record all feedbacks and complaints from customers in the system PC9. deliver and assist in delivering as per the noted requirements PC10. ensure least turnaround time for any customer query handling/redressal PC11. maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework PC12. maintain long term association with the customer.	20	40
	<b>subtotal</b>	<b>40</b>	<b>70</b>
<b>ASC/N 0001</b>	<b>Plan &amp; organize work to meet expected outcome</b>	<b>Viva</b>	<b>Practical</b>
<b>Work requirements including various activities within the given time and set quality standards</b>	To be competent, the user/individual on the job must be able to:  PC1. keep immediate work area clean and tidy PC2. treat confidential information as per the organisation's guidelines PC3. work in line with organisation's policies and procedures PC4. work within the limits of job role PC5. obtain guidance from appropriate people, where necessary PC6. ensure work meets the agreed requirements	30	50
<b>Appropriate use of resources</b>	PC7. establish and agree on work requirements with appropriate people PC8. manage time, materials and cost effectively PC9. use resources in a responsible manner	20	30
	<b>subtotal</b>	<b>50</b>	<b>80</b>

<b>ASC/N 0002</b>	<b>Work effectively in a team</b>	<b>Viva</b>	<b>Practical</b>
<b>Interact &amp; communicate effectively with colleagues including member in the own group as well as other groups</b>	To be competent, the user/individual on the job must be able to:		
	PC1. maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written)	15	30
	PC2. work with colleagues to integrate work		
	PC3. pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means		
	PC4. work in ways that show respect for colleagues		
	PC5. carry out commitments made to colleagues	15	40
	PC6. let colleagues know in good time if cannot carry out commitments, explaining the reasons		
	PC7. identify problems in working with colleagues and take the initiative to solve these problems		
PC8. follow the organisation's policies and procedures for working with colleagues			
	<b>subtotal</b>	<b>30</b>	<b>70</b>

### Qualifications Pack for Telecaller

ASC/N 0003	Maintain safe , healthy environment friendly workplace	Viva	Practical
<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>	<p>10</p> <p>20</p>	<p>20</p> <p>40</p>
	<b>subtotal</b>	<b>30</b>	<b>60</b>
	<b>Total</b>	<b>200</b>	<b>350</b>