

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 – Customer Relation Executive

SECTOR: AUTOMOTIVE

SUB-SECTOR: AUTOMOTIVE VEHICLE SALES (DEALER)

OCCUPATION: SALES SUPPORT

REFERENCE ID: ASC/Q 1106

ALIGNED TO: NCO-2004/5220.15

Customer Relationship Executive is also known as Sales Support/ Customer Care Executive, Backend Sales Executive, Telecalling Officer and Customer Calling Executive etc.

Brief Job Description: A **Customer Relationship Executive** is responsible for assisting and supporting sales function through telemarketing, activities such as generating sales prospects or leads through telemarketing, customer experience at the dealership showroom and supporting in their follow-ups. The CRE is also responsible for supporting the service function through follow-up calls for after-sales service.

Personal Attributes: An individual on this job must have good communication and interpersonal skills along with a pleasing personality to attend to all sorts of enquiries from the customers. The individual must have technical knowledge about the OEM vehicle along with statutory compliance and local market procedures, local customer preferences, geographic nuances and sales peculiarities. The individual must be patient and should have good listening ability. Customer centric attitude is highly desirable to understand various requirements and tackle the irate customers for this job.

Job Details	Qualifications Pack Code	ASC/Q 1106		
	Job Role	Customer Relationship Executive		
	Credits(NSQF)	TBD	Version number	1.0
	Industry	Automotive	Drafted on	23/07/13
	Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	23/07/13
	Occupation	Sales Support	Next review date	Under revision expected date of revised version 31-Dec-15
	NSQC Clearance on	20/07/15		

Job Role	Customer Relationship Executive
Role Description	Assist and support sales and service function through telemarketing
NSQF level	4
Minimum Educational Qualifications	Class XII
Maximum Educational Qualifications	Graduate degree or diploma in any discipline
Training (Suggested but not mandatory)	On the job training
Experience	Not applicable
National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> ASC/N 1105:Generate sales leads and pass on the leads to the sales team to achieve sales closure ASC/N 1106:Handle post-delivery services for better customer satisfaction ASC/N 0001:Plan and organise work to meet expected outcomes ASC/N 0002:Work effectively in a team ASC/N 0003:Maintain a healthy, safe and secure working environment
Performance Criteria	As described in the relevant NOS units

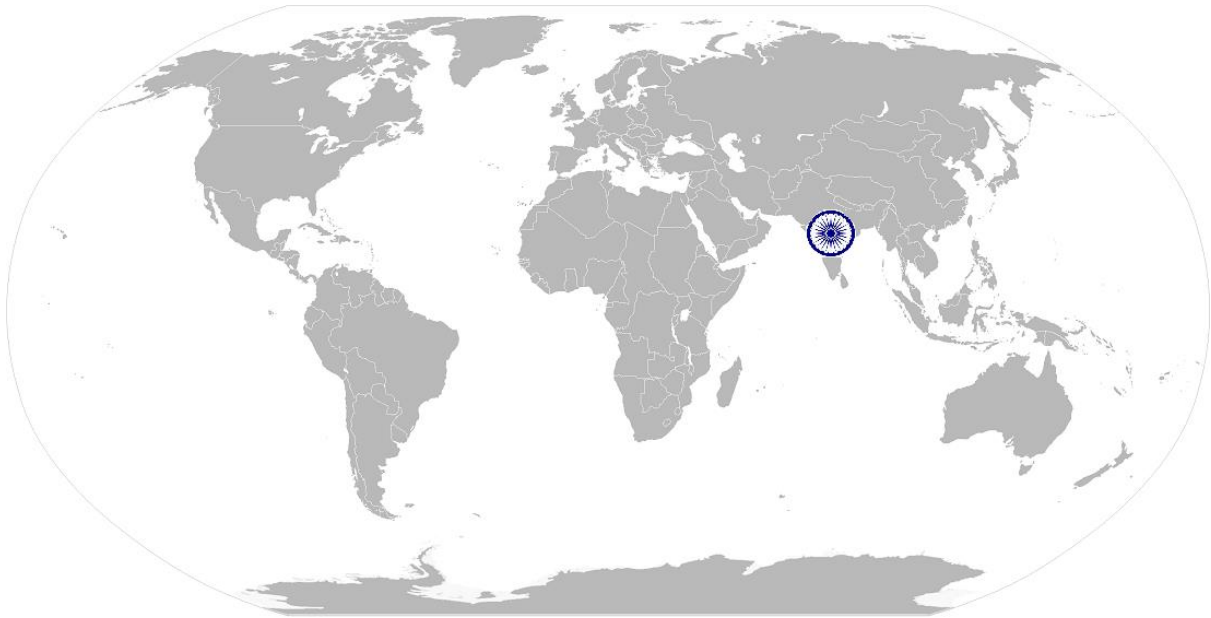
Keywords /Terms	Description
Core Skills/Generic Skills	Core skills or generic skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the NOS, these include communication related skills that are applicable 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.
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)
NSQF	National Standards Qualifications Framework
OEM	Original Equipment Manufacturer
OS	Occupational Standard(s)
QP	Qualifications Pack

Acronyms

ASC/ N 1105 Generate sales leads and pass on the leads to sales team to achieve sales closure

National Occupational Standards



Overview

This Occupational Standard describes the knowledge, understanding and skills required of a Customer Relationship Executive to generate sales leads and pass on the leads to the sales team to achieve sales closure.

ASC/ N 1105 Generate sales leads and pass on the leads to sales team to achieve sales closure

National Occupational Standard	Unit Code	ASC/N 1105
	Unit Title (Task)	Generate sales leads and pass on the leads to the sales team to achieve sales closure
	Description	This NOS unit is about a Customer Relationship Executive to generate sales leads and coordinating with sales team for passing on the prospective leads.
	Scope	This unit/ task covers the following: <ul style="list-style-type: none"> • make calls to the customers from the database procured through various sources including cold calls to the prospective customers and follow-ups on those leads • resolve all customer queries and problems promptly
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Generate sales leads, follow-up and pass the leads to sales team	To be competent, the user/individual on the job must be able to: PC1. handle all leads from various sources like showroom walk-ins, telephonic enquiries, other marketing campaigns and ATL/ BTL activities PC2. identify and develop sources of potential clients and customer contacts interested in buying OEM products PC3. call and enquire about buying plans or interests, as per the calling script, from the prospective calling list assigned PC4. greet the customers and get vehicle buying interests and time schedule from the prospective calling list to get sales leads PC5. effectively communicate with clients/ customers to gain commitment to purchase and products via telephone, face-to-face and written communication PC6. mention FAB (features/ advantages/ benefits) and USPs of the OEM vehicles and brands available at the dealership over the competitor models respond promptly to customer need and requests from time to time PC7. follow up for free test drives with customer on phone/email PC8. maintain contract renewal reports and profiling of existing accounts PC9. fix and record customer prospective visit for test drive, either at showroom or at any mutually agreed location PC10. ask potential customers for information on reasons for considering purchase and comprehend all customer requirements and needs PC11. assist in management of key customer relationship and coordinate with sales to ensure that all pending responses are attended to in a timely and satisfactory manner PC12. respond positively to customer objections/queries against the OEM products PC13. take accurate enquiry details from client and Advise Sales and Marketing department about client feedback/ comments relating to product content and pricing

ASC/ N 1105 Generate sales leads and pass on the leads to sales team to achieve sales closure

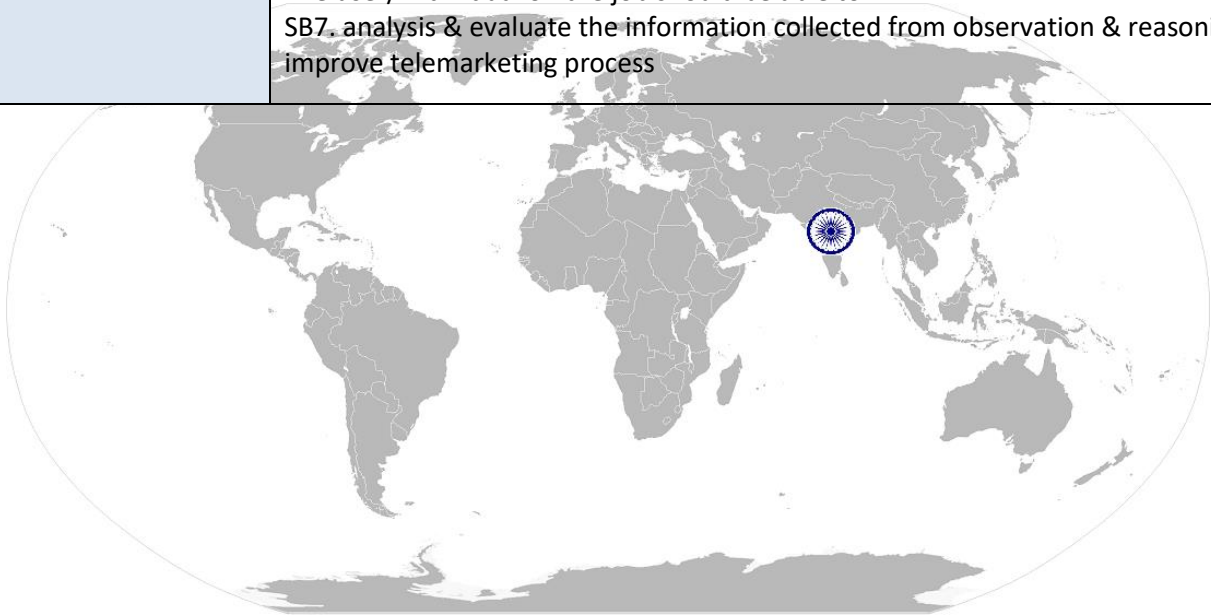
	<p>PC14. maintain an effective tracking system to record all feedbacks and complaints from customers in the system in a prescribed OEM format</p> <p>PC15. effectively communicate functional details and client requirements to concerned persons.</p> <p>PC16. arrange for vehicle pick up and drops to and from work shops</p> <p>PC17. understand the key customer requirements for the 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> <p>PC18. ensure realization of revenues from sales as per planned payment cycle through effective follow up & relationship building with customers</p> <p>PC19. assist in organizing client entertaining & promotional events to ensure maximum customer engagement for selling OEM products in future</p> <p>PC20. liaise with other members of Sales Team to actively promote sales opportunities, exchange information and increase professionalism</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. standard operating procedures of the OEM related to telemarketing and sales process</p> <p>KA2. standard operating procedures for query and problem reporting and their redressal in the organisation</p> <p>KA3. customer relationship management (CRM) related framework provided by the organisation</p> <p>KA4. documentation requirements for each procedure carried out in the organization</p> <p>KA5. organisational and professional code of ethics and the related standard</p> <p>KA6. safety, health policies and regulations for the workplace</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. how to handle and resolve basic customer queries</p> <p>KB2. training modules and scripts provided by the OEM for the telemarketing</p> <p>KB3. technical aspects related with all varieties of vehicles at the dealership</p> <p>KB4. technical details and problems related with service of all kinds of vehicles</p> <p>KB5. technical specifications of OEM vehicles at the dealership</p> <p>KB6. training modules and scripts provided by the OEM for telemarketing</p> <p>KB7. technical details and problems related with service of all kinds of vehicles</p> <p>KB8. complete process flow for a business cycle of sales</p> <p>KB9. process for passing on sales leads to sales consultants</p> <p>KB10. process for booking test drives based on customer preferences</p> <p>KB11. software or format used for reporting like MS Excel and MS Word</p> <p>KB12. software or format used for billing, financing of the vehicles, services records and warehousing like Tally, SAP and prim aware</p> <p>KB13. software or format used for sales and marketing presentations, reporting and surveys like MS PowerPoint, MIS and CRM</p>

ASC/ N 1105 Generate sales leads and pass on the leads to sales team to achieve sales closure

	<p>KB14. software or format used for customer relationship management (CRM) in the organisation</p> <p>KB15. local market procedures and customer preferences of that area</p> <p>KB16. sales peculiarities based on geographical nuances etc.</p> <p>KB17. customer problems and queries and documenting it in the organisation's prescribed format</p>
Skills (S) w.r.t. the scope	
Element	Skills
A. Core Skills/ Generic Skills	Reading skills
	The user/ individual on the job should be able to: SA1. read general instructions or guidelines from OEM, mandatory for telemarketing SA2. read telemarketing scripts provided by the OEM and dealership mandatory for making a sales pitch SA3. read policies and regulations pertinent to the job SA4. read instructions from customers in terms of their requirements, queries and feedbacks
	Writing skills
	The user/ individual on the job should be able to: SA5. create documentation required on the job (including reports, work sheets, etc.) SA6. create feedback reports SA7. write in at least one language
	Oral Communication (Listening and Speaking skills)
The user/ individual on the job should be able to: SA8. interact with customers and generate perspective leads SA9. interact with sales, service and administrative function of the dealership SA10. interact with superiors and other support staff function in one's own organisation	
B. Professional Skills	Decision making
	The user/ individual on the job should be able to: SB1. analyses information and evaluate results to choose the best solution solve problems SB2. analyses all the feedbacks provided by the customers and act accordingly
	Plan and Organise
	The user/ individual on the job should be able to: SB3. plan and organize activities achieving business targets on a periodical basis
	Customer centricity
The user/ individual on the job should be able to: SB4. ensure that customer's requirements are assessed and satisfactory service is provided	
	Problem solving

ASC/ N 1105 Generate sales leads and pass on the leads to sales team to achieve sales closure

	The user/ individual on the job should be able to: SB5. clarify and solve all sales and service function queries generated due to any kind of anomalies and take appropriate actions, as required
	Analytical thinking
	The user/ individual on the job should be able to: SB6. evaluate customer feedbacks and reviews for its effectiveness by ensuring proper checks and report them
	Critical thinking
	The user/ individual on the job should be able to: SB7. analysis & evaluate the information collected from observation & reasoning to improve telemarketing process



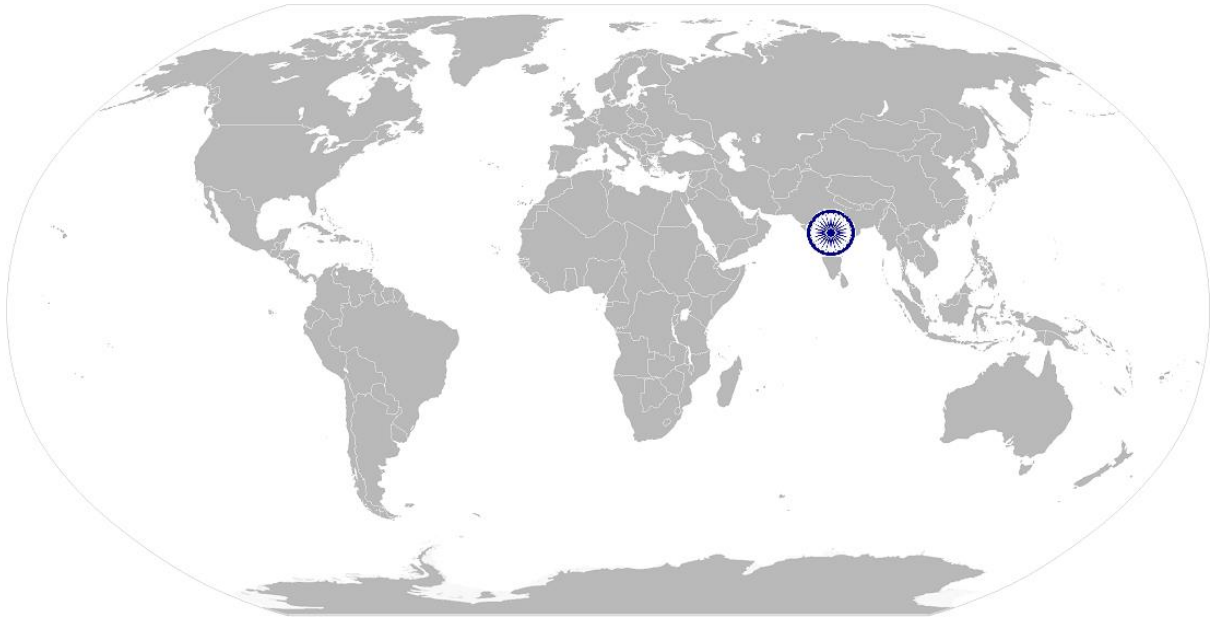
ASC/ N 1105 Generate sales leads and pass on the leads to sales team to achieve sales closure

NOS Version Control

NOS Code	ASC/ N 1105		
Credits(NSQF)	TBD	Version number	1.0
Industry	Automotive	Drafted on	23/07/13
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	23/07/13
Occupation	Sales Support	Next review date	Under revision expected date of revised version 31-Dec-15



National Occupational Standards



Overview

This Occupational Standard describes the knowledge, understanding and skills required of an individual to handle post-delivery calls of customers to ensure better customer satisfaction.

ASC/ N 1106

Handle post-delivery services for better customer satisfaction

National Occupational Standard	Unit Code	ASC/ N 1106
	Unit Title (Task)	Handle post-delivery services for better customer satisfaction
	Description	This NOS unit is about an individual to handle post-delivery calls of customers to ensure complete customer satisfaction.
	Scope	<p>This unit/ task covers the following:</p> <ul style="list-style-type: none"> • make calls to customers after delivery, to enquire about the overall performance and satisfaction levels with the vehicle • resolve customer problems promptly and escalate the one which are highly technical or requires urgent intervention • ensure delivery of quality services through post-service feedback calls from the customer
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Manage post-delivery services to ensure better customer satisfaction	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. receive, process and verify the accuracy of delivered orders from customers utilizing the organisation’s internal CRM/ mainframe systems and customer purchase orders</p> <p>PC2. initiate required action for response to customer service requests for order changes, including the maintenance of customer information files and communicates changes to the service function</p> <p>PC3. make follow up calls to existing customers for service reminders and to promote other value-added services</p> <p>PC4. make calls to new vehicle buyers for following up on service requirements as per the “free service” schedule of the OEM</p> <p>PC5. follow up with customers after service or repairs on their vehicle and take feedback on the experience</p> <p>PC6. make calls to existing customers to enquire the overall level of satisfaction with the work done at the workshop and the overall resolution of the complaints which was reported by the customer at the workshop</p> <p>PC7. report any complaints or queries from customers to the concerned persons in the organisation</p> <p>PC8. maintain Management Information Systems for service revenue recovery and post-service collections and provide time-phased, qualified reports on the overall performance of the workshop and service target achievement through various sale of value added services (like Annual Maintenance contracts, Reconditioned aggregates sale)</p> <p>PC9. ensure realization of revenues from services as per planned payment cycle (esp. for the key account / corporate customers who tend to pay in a cycle) through effective follow up & relationship building with customers</p>

ASC/ N 1106

Handle post-delivery services for better customer satisfaction

	<p>PC10. manage and ensure execution of all Back-Office operations like prompt issuance of allotment letters, demand notes, agreements and timely dispatch of all post-sale revenue realization devices like reminders and notices for recovery if required</p> <p>PC11. access the company's internal systems to obtain and extract information and provide customer service management with data for inclusion in various scheduled and special reports</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. standard operating procedures of the OEM related with after-sales service maintenance</p> <p>KA2. standard operating procedures of the dealership related with customer experience and satisfaction</p> <p>KA3. customer relationship management (CRM) related framework provided by the organization</p> <p>KA4. documentation requirements for each procedure carried out as part of roles and responsibilities</p> <p>KA5. organizational and professional code of ethics and the related standards</p> <p>KA6. safety and health policies and regulations for the workplace</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. technical specifications of OEM vehicles at the dealership along with the service schedules for each of the model/ variant of vehicle (including both free service & paid service)</p> <p>KB2. technical details and problems related with service of all kinds of vehicles</p> <p>KB3. the various changes in schedules of the service as specified by the OEM from time-to-time in the various service circulars released</p> <p>KB4. training modules and scripts provided by the OEM for the telemarketing activities</p> <p>KB5. how to use internal CRM related systems to ensure accurate delivery of services</p> <p>KB6. how to coordinate between sales function and customers to resolve queries effectively</p> <p>KB7. back-Office operations like prompt issuance of Allotment letters, demand notes, agreements and timely dispatch of all post-sale revenue realization devices like reminders and notices for recovery if required</p> <p>KB8. software or format used for reporting like MS excel and MS word</p> <p>KB9. software or format used for customer relationship management (CRM) in the organization</p>
Skills (S) w.r.t. the scope	
Element	Skills

ASC/ N 1106

Handle post-delivery services for better customer satisfaction

A. Core Skills/ Generic Skills	Reading skills
	The user/ individual on the job should be able to: SA1. read feedback from customers on the level of services provided by the dealership SA2. read policies and regulations pertinent to the job SA3. read the job card details to call the customers on the pending payments (esp. the corporate)
	Writing skills
	The user/ individual on the job should be able to: SA4. Create documents required on the job (including requirement sheets, query sheets, response or feedback sheets etc.) SA5. read various service circulars released by OEM which communicates change in schedule of the service SA6. write-in at least one language
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job should be able to: SA7. interact with the customers for understanding their requirements, queries and feedbacks regarding both on the technical performance of the vehicle and post service feedback after the customer has visited the workshop for any issues in the vehicle SA8. interact with organization's internal stakeholders for efficient customer relationship management
B. Professional Skills	Decision making
	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
	Plan and Organise
	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 SB3. plan the overall call schedule to focus on the high priority calls that need urgent interventions
	Customer centricity
	The user/individual on the job needs to know and understand how to: SB4. ensure that customer needs are assessed and satisfactory service is provided especially on the service aspects of the vehicle due to which customer visited the workshop

ASC/ N 1106

Handle post-delivery services for better customer satisfaction

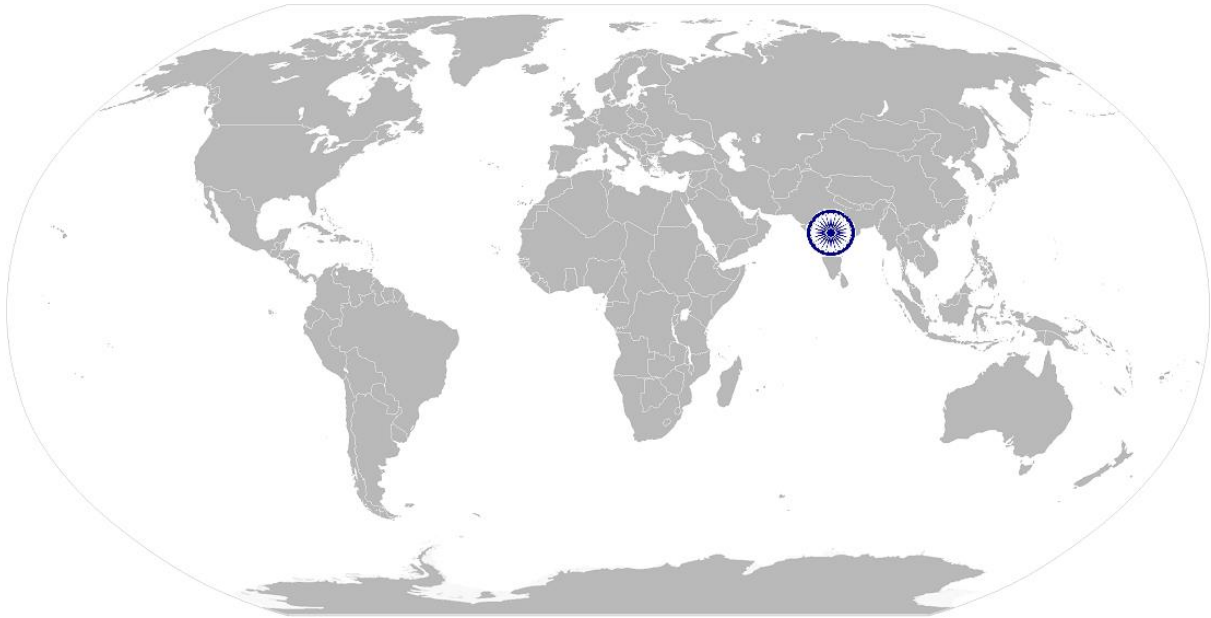
	<p>SB5. ensure during the feedback call ,that all the work the customer has agreed while visiting the dealers workshop was performed satisfactorily</p> <p>SB6. ensure that the customer provides constructive feedback ad reviews</p> <p>SB7. ensure that any adverse comments provided by the customer is escalated to the concerned superiors so that perceived poor service is not repeated again</p>
NOS Code	ASC/N 1106
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB8. analyse all the queries or problems posted by the customers</p> <p>SB9. deliver and act as per the organisation provided/guided resolutions</p>
	<p>Analytical thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB10. evaluate and identify key customer satisfaction areas and enhance the overall customer experience at the dealership</p> <p>SB11. assess time and cost required based on problems or queries identified</p>
	<p>Critical thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB12. evaluate the information gathered from the customer complaint report and utilise it to identify timely resolutions</p>

NOS Version Control

ASC/ N 1106

Handle post-delivery services for better customer satisfaction

Credits(NSQF)	TBD	Version number	1.0
Industry	Automotive	Drafted on	23/07/13
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	23/07/13
Occupation	Sales Support	Next review date	Under revision expected date of revised version 31-Dec-15



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

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

ASC/ N 0001

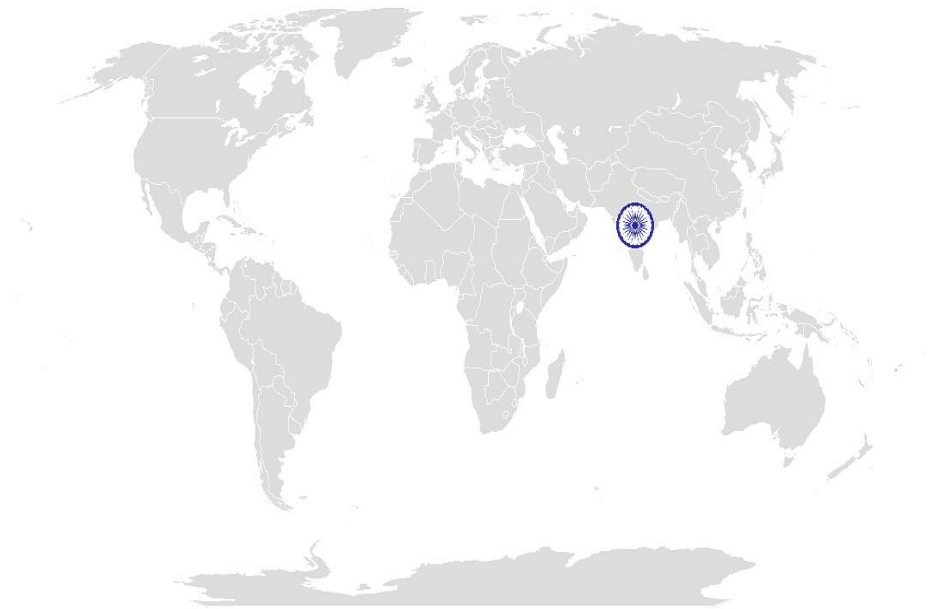
Plan and organise work to meet expected outcomes

	KA9. the purpose and value of being flexible and adapting work plans to reflect change
B. Technical Knowledge	<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>
Skills (S) w.r.t. the scope	
Element	Skills
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to:
	SA1. write in at least one language
	Reading Skills
	The user/individual on the job needs to know and understand how to:
	SA2. read instructions, guidelines/procedures
	Oral Communication (Listening and Speaking skills)
	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. Professional Skills	Decision Making
	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
	Plan and Organise
	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
	Customer Centricity
	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
Problem Solving	
The user/individual on the job needs to know and understand how to:	
SB6. refer anomalies to the concerned persons	
Analytical Thinking	
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
	Critical Thinking
	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

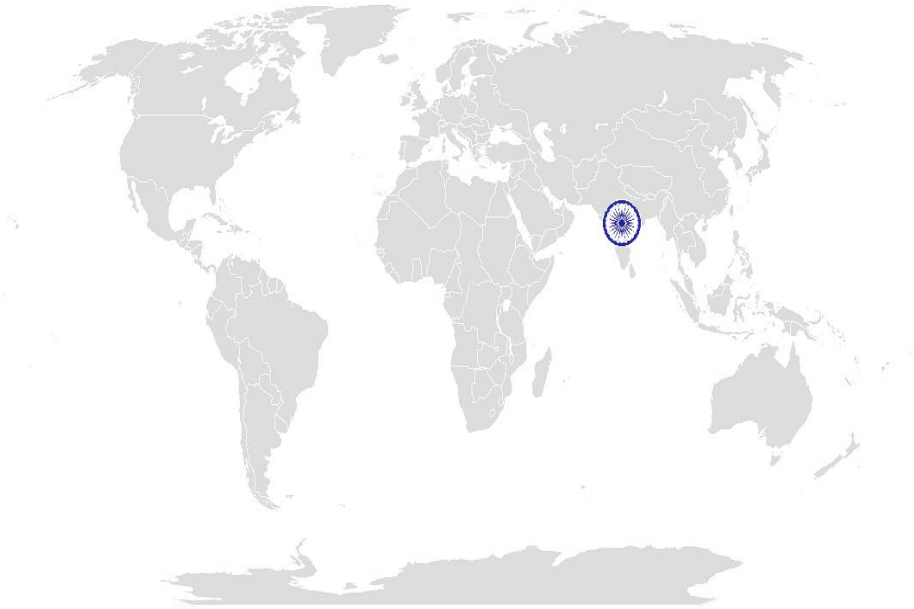
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NOS Code	ASC/ N 0001		
Credits(NSQF)	TBD	Version number	1.0
Industry	Automotive	Drafted on	10/06/13
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	10/06/13
Occupation	Sales Support	Next review date	Under revision expected date of revised version 31-Dec-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	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"> Interact & communicate effectively with colleagues including member in the own group as well as other groups
	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	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written) 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 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
	Knowledge and Understanding (K) w.r.t. the scope	
	Element	Knowledge and Understanding
	A. Organisational Context (Knowledge of the Company/Organisation and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. the organisation's policies and procedures for working with colleagues, role and responsibilities in relation to this KA2. the importance of effective communication and establishing good working relationships with colleagues KA3. different methods of communication and the circumstances in which it is appropriate to use these KA4. the importance of creating an environment of trust and mutual respect KA5. the implications of own work on the work and schedule of others

ASC/ N 0002

Work effectively in a team

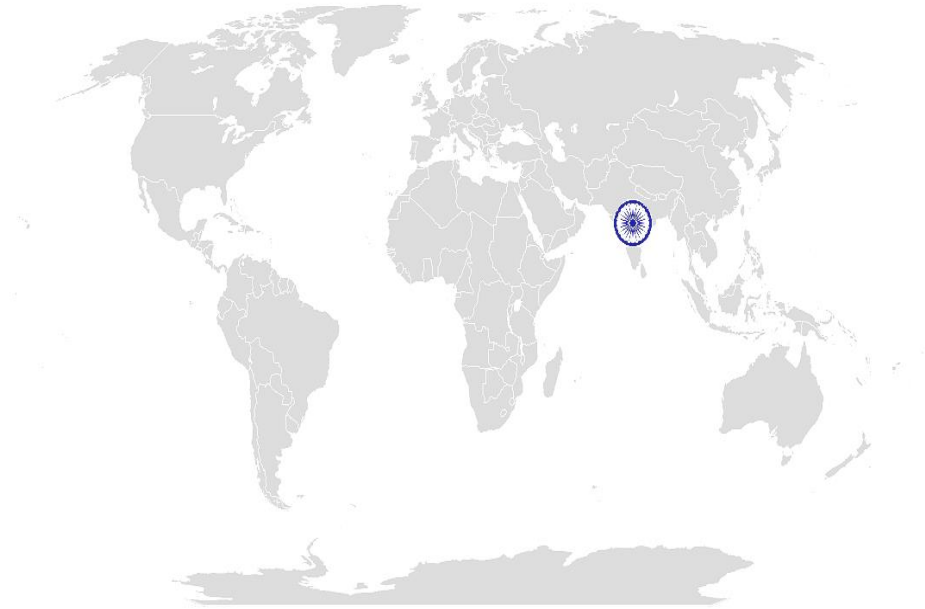
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. different types of information that colleagues might need and the importance of providing this information when it is required</p> <p>KB2. the importance of helping colleagues with problems, in order to meet quality and time standards as a team</p>
<p>Skills (S)w.r.t. the scope</p>	
<p>Element</p>	<p>Skills</p>
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <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> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. read instructions, guidelines/procedures</p> <p>Oral Communication (Listening and Speaking skills)</p> <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>
<p>B. Professional Skills</p>	<p>Decision Making</p> <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> <p>Plan and Organise</p> <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> <p>Customer Centricity</p> <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> <p>Problem Solving</p> <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> <p>Critical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. apply balanced judgements to different situations</p>

ASC/ N 0002

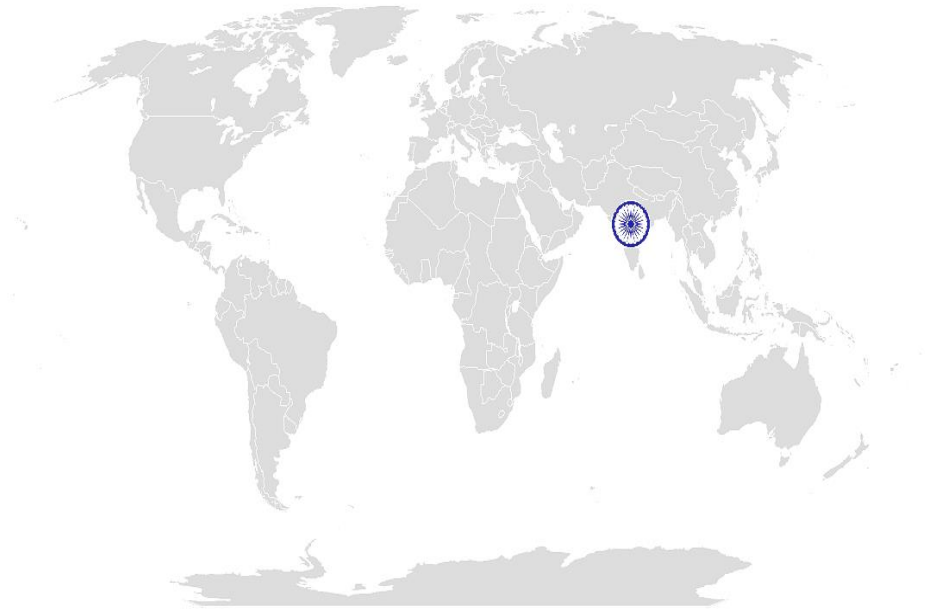
Work effectively in a team

NOS Version Control

NOS Code	ASC/ N 0002		
Credits(NSQF)	TBD	Version number	1.0
Industry	Automotive	Drafted on	10/06/13
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	10/06/13
Occupation	Sales Support	Next review date	Under revision expected date of revised version 31-Dec-15



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

National Occupational Standard

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	This unit/task covers the following: <ul style="list-style-type: none"> Resources (both material & manpower) needed to maintain a safe working environment as per the prevalent norms & government policies including emergency procedures for illness, accidents, fires or any other reason which may involve evacuation of the premises
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Resources needed to maintain a safe, secure working environment	To be competent, the user/individual on the job must be able to: <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
A. Organisational Context (Knowledge of the Company/Organisation and its processes)	The user/individual on the job needs to know and understand: <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>

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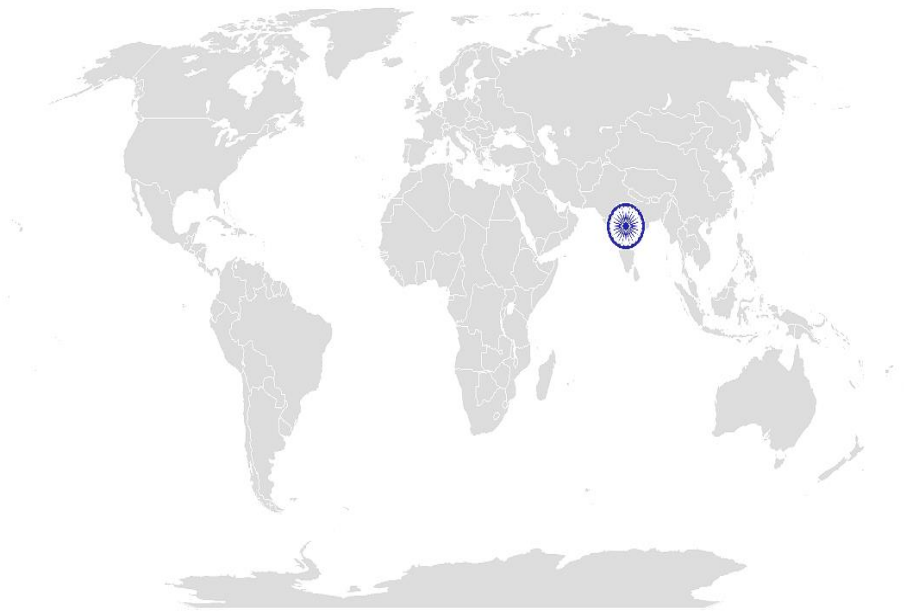
Maintain a healthy, safe and secure working environment

	<p>KA3. how and when to report hazards</p> <p>KA4. the limits of responsibility for dealing with hazards</p> <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. Technical Knowledge	<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>
Skills (S) w.r.t. the scope	
Element	Skills
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to:
	SA1. complete accurate, well written work with attention to detail
	Reading Skills
	The user/individual on the job needs to know and understand how to:
	SA2. read instructions, guidelines/procedures/rules
B. Professional Skills	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA3. listen to and orally communicate information with all concerned
	Decision Making
	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. Professional Skills	Plan and Organise
	The user/individual on the job needs to know and understand how to:
	SB2. plan and organise work to achieve targets and deadlines
	Customer Centricity
	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. Professional Skills	Problem Solving

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

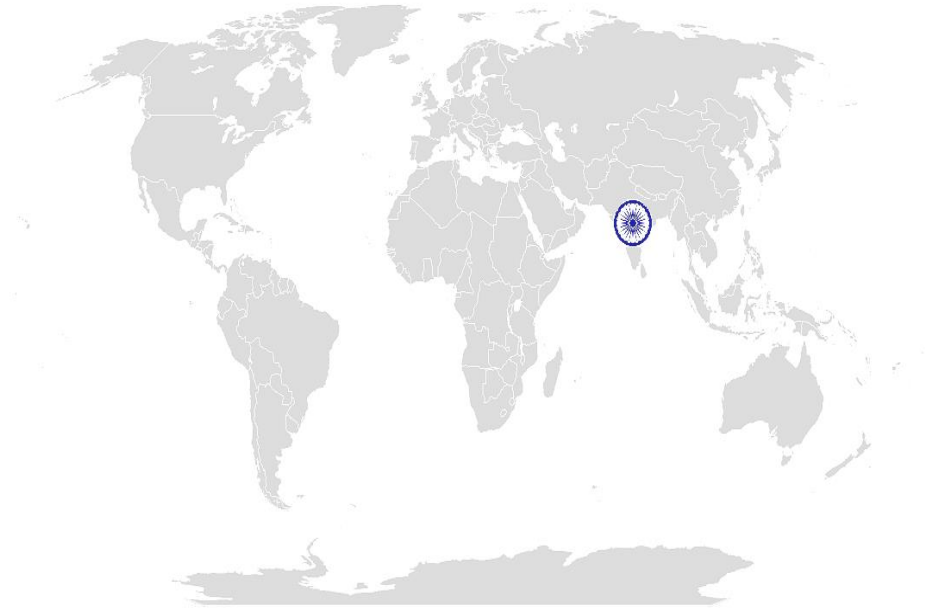


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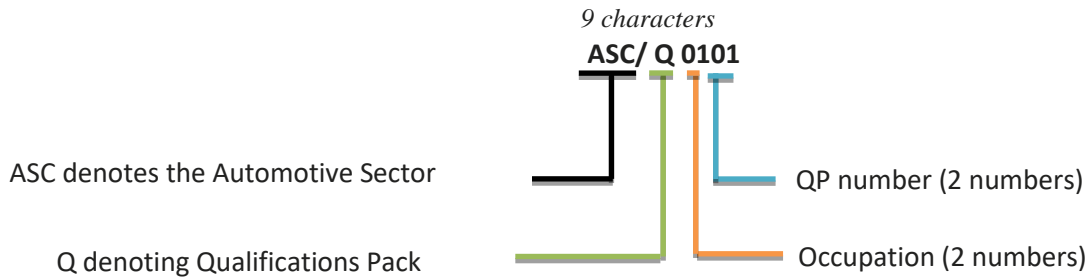
NOS Code	ASC/ N 0003		
Credits(NSQF)	TBD	Version number	1.0
Industry	Automotive	Drafted on	10/06/13
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	10/06/13
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Annexure

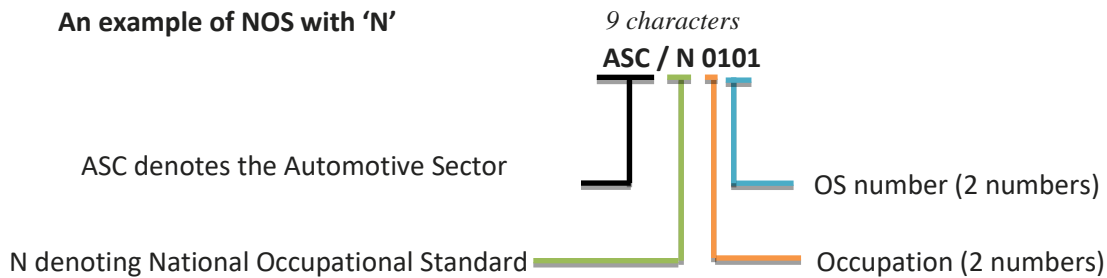
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



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The following acronyms/ codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
Manufacturing	31 - 45 & 61 - 68
Research & Development	81 - 84
Sales & Service	01 - 21
Road Transportation	96 - 97

Sequence	Description	Example
Three letters	Automotive	ASC
Slash	/	/
Next letter	Whether QP or NOS	N
Next two numbers	Occupation code	10
Next two numbers	OS number	12

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Maintain a healthy, safe and secure working environment

Criteria for assessment of Trainees

JOB ROLE	Customer Relationship Executive L4
Qualification Pack	ASC/Q 1106
No. Of NOS	2 Role specific ,3 generic

Guidelines for Assessment

1. Assessment to be conducted by ASDC as per competency output defined in the NOS/QP and the assessment criteria provided in the NOS/QP.
2. Assessment to be carried out by a third party Assessment Body duly affiliated to the SSC.
3. ASDC assessments will be comprehensive and cover all aspects of acquired knowledge, practical skills and also basic ability to communicate. Accordingly, evaluation process would include:
 - i. Theory/Knowledge test
 - ii. Practical demonstration test
 - iii. Face to Face
4. Theory/Knowledge assessment will be carried out on line through a link provided for each assessment that generates a random paper from a bank of questions available at the back end.
 - On line test would be conducted in the presence of an ASDC assessor till web enabled proctoring is deployed.
5. ASDC assessor would be conducting Practical and Viva as per the criteria provided in the NOS/QP.
6. Cut off criteria for certification (Marks obtained in %):70%

Compulsory NOS				Marks Allocation	
Total Marks: 500					
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out of	Theory	Skills Practical
ASC/N1105 Generate sales leads and pass on the leads to sales team achieve sales closure	PC1.handle all leads from various sources like showroom walk-ins, telephonic enquiries, other marketing campaigns and ATL / BTL activities	100	6	2	4
	PC2.identify and develop sources of potential clients and customer contacts interested in buying OEM products		6	2	4
	PC3.call and enquire about buying plans or interests, as per the calling script, from the prospective calling list assigned		6	2	4
	PC4.greet the customers and get vehicle buying interests and time schedule from the prospective calling list to get sales leads		5	1	4

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PC5.effectively communicate with clients/ customers to gain commitment to purchase and products via telephone, face-to-face and written communication	6	2	4
PC6.mention FAB (features / advantages / benefits) and USPs of the vehicle OEM brands available at the dealership over the competitor models respond to customer need and requests from time to time	7	3	4
PC7.follow up on all free trials with phone calls and visits to the accounts	4	1	3
PC8.maintain contract renewal reports and profiling of existing accounts	4	1	3
PC9.invite, fix and record customer prospective visit for test drive, either at showroom or at any mutually agreed location	5	2	3
PC10.ask potential customers for information on reasons for considering purchase and comprehend all customer requirements and needs	4	1	3
PC11.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	5	2	3
PC12.respond positively to and resolve customer objections/queries against the OEM products	5	2	3
PC13.take accurate enquiry details from client and Advise Sales and Marketing department about client feedback/ comments relating to product content and pricing	5	2	3
PC14.maintain an effective tracking system to record all feedbacks and complaints from customers in the system in a prescribed OEM format	5	1	4
PC15.effectively communicate function details and client requirements to operations	5	1	4

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	PC16.arrange for vehicle pick up and drops to and from work shops		4	1	3
	PC17.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		5	1	4
	PC18.ensure realization of revenues from sales as per planned payment cycle through effective follow up & relationship building with customers		4	1	3
	PC19.assist in organizing client entertaining & promotional events to ensure maximum customer engagement for selling OEM products in future		5	1	4
	PC20.liaise with other members of Sales Team to actively promote sales opportunities, exchange information and increase professionalism		4	1	3
		Total	100	30	70
ASC/N1106 Handle post-delivery services for better customer satisfaction	PC1.receive, process and verify the accuracy of delivered orders from customers utilizing the organisation’s internal CRM/mainframe systems and customer purchase orders	100	12	4	8
	PC2.initiate required action for response to customer service requests for order changes, including the maintenance of customer information files and communicates changes to the service function		9	2	7
	PC3.make follow up calls to existing customers for service reminders and to promote other value-added services		8	2	6
	PC4.make calls to new vehicle buyers for following up on service requirements as per the “free service” schedule of the OEM		8	2	6
	PC5.follow up with customers after service or repairs on their vehicle and take feedback on the experience		9	2	7

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	PC6.make calls to existing customers to enquire the overall level of satisfaction with the work done at the workshop and the overall resolution of the complaints which was reported by the customer at the workshop		9	2	7
	PC7.report any complaints or queries from customers to the concerned persons in the organisation		8	2	6
	PC8.maintain Management Information Systems for service revenue recovery and post-service collections and provide time-phased, qualified reports on the overall performance of the workshop and service target achievement through various sale of value added services (like Annual Maintenance Contracts, Reconditioned aggregates sale)		10	2	8
	PC9.ensure realization of revenues from services as per planned payment cycle (esp. for the key account / corporate customers who tend to pay in a cycle) through effective follow up & relationship building with customers		11	3	8
	PC10.manage and ensure execution of all Back-Office operations like prompt issuance of allotment letters, demand notes, agreements and timely dispatch of all post-sale revenue realization devices like reminders and notices for recovery if required		8	2	6
	PC11.access the company's internal systems to obtain and extract information and provide customer service management with data for inclusion in various scheduled and special reports		8	2	6
		Total	100	25	75
ASC/N0001 Plan and organize work to meet expected	PC1.keep immediate work area clean and tidy	100	11	2	9
	PC2.treat confidential information as per the organisation's guidelines		8	2	6

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outcomes	PC3.work in line with organisation's policies and procedures		11	3	8
	PC4.work within the limits of job role		9	3	6
	PC5.obtain guidance from appropriate people, where necessary		10	3	7
	PC6.ensure work meets the agreed requirements		14	3	11
	PC7.establish and agree on work requirements with appropriate people		12	3	9
	PC8.manage time, materials and cost effectively		14	3	11
	PC9.use resources in a responsible manner		11	3	8
		Total	100	25	75
ASC/N0002 Work effectively in a team	PC1.maintain clear communication with colleagues	100	14	4	10
	PC2.Work with colleagues to integrate work		9	2	7
	PC3.pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means		11	3	8
	PC4.work in ways that show respect for colleagues		11	3	8
	PC5.carry out commitments made to colleagues		10	2	8
	PC6.let colleagues know in good time if cannot carry out commitments, explaining the reasons		10	2	8
	PC7.identify problems in working with colleagues and take the initiative to solve these problems		13	4	9
	PC8.follow the organisation's policies and procedures for working with colleagues		12	3	9
	PC9.ability to share resources with other members as per priority of tasks		10	2	8
		Total	100	25	75
ASC/N0003 Maintain a healthy, safe	PC1.comply with organisation's current health, safety and security policies and procedures	100	12	3	9

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and secure working environment	PC2.report any identified breaches in health, safety, and security policies and procedures to the designated person		13	3	10
	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.		13	3	10
	PC4.identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		15	5	10
	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		12	3	9
	PC6.follow organisation's emergency procedures for accidents, fires or any other natural calamity		13	3	10
	PC7.identify and recommend opportunities for improving health, safety, and security to the designated person		11	3	8
	PC8.complete all health and safety records are updates and procedures well defined		11	2	9
		Total	500	100	25