Skill Development Programme: 'Technical Associate- Voice'

1. Preamble:

The present programme is basically designed to promote skills required for development of customer care executive - Voice and promotion of Information technology enabled services sector as a career option amongst potential students in urban and rural areas. The programme is focused at–

- Giving a proper understanding about the ITeS business to urban and rural students

- Training the youths to ITeS- Voice sector in a systematic manner.

This programme shall help the youths to learn the nature of ITes business as well as techniques to promote ITeS as a career option.

2. Nomenclature:

The programme is titled as Technical Associate – Voice.

3. Focus of the Programme:

The programme is focused at advancing and inculcating skills required for promoting ITeS Sector through systematic canvassing, counseling and right guidance to potential customers . It will also help the learners to know various principles and working of the sector.

4. Job Profile:

The incumbent trainee is expected to learn various facets of ITeS Sector in Voice Domain. The trainee will also have to understand the salient features of the industry and various customer segments that approach them.

The programme shall basically focus on following aspects:

a. To provide an understanding regarding principles of Voice Business in ITeS.

b. To help the learners to know various features of ITeS-Voice Business

c. To develop a right attitude about ITeS Sector.

d. To understand a right system of attending customer over calls.

5. Minimum Qualifications:

The programme shall require the incumbent trainee is expected to have minimum qualification of H. S. S. C. in any branch or discipline.

6. Intake:

The minimum intake per batch is 20 subject to a maximum of 40 learners per batch at a time.

7. Duration of Programme:

The programme shall be of 60 hours duration distributed in different learning activities like:

1. Lectures

2. Demonstrations

3. Hands on experience

4. Customer intreface etc.

8. Interface:

The trainee shall have to undergo a learning and skill development exercise of 60 hours duration which will be divided into different sessions and training activities. The training activities and learning sessions shall mainly focus on developing skill sets required to become a Technical Associate – Voice Business.

The programme interface shall focu at following aspects:

a. A trainee / leraner will have to work with one or two ITeS – Voice based set up for gaining professional and practical exposure as well as for developing skill sets.

b. The trainee shall have to attend conceptual lectures and basic foundation programme to know about working of ITeS Sector. This session shall be organized in a specified academic institution.

The distribution of interface is as follows–

Learning exercise, demonstrations and hands on experience	60%
Job related project	20%
Assignment	10%
Concept building	10%

9. Composition of learning activities and interactive sessions:

In order to develop appropriate skills set, every trainee will have to undergo practical training and hand on experience sessions under able guidance of ITeS Manager's / officers. He/ she shall also have to attend conceptual and academic sessions to know the fundamentals and basic principles about the sector . For the purpose of interface, the resource persons shall provide skill inputs in following proportion.

ITeS- Voice professionals and executives for providing hands on experience	60%
Faculty members and academicians	40%

10. Proposed Skill Bank to be developed:

The proposed Skill Bank for Technical Associate - Voice in ITeS Sector shall focus on development of following skills:

a. Communication skills

b. Canvassing skills

c. Effective presentation and counseling skills

d. Effective Sales skills

e. Customer relationship development skills

f. Conflict resolution and convincing skills

11. The Course Structure is divided in following components:

a. Core components: This shall include understanding of ITeS Sector & principles of CRM.

b. Allied components: This shall mainly focus on developing counseling skills, enhancing canvassing ability, sales skills, effective presentation and communication skills.

12. The distribution of conceptual/ practical lessons is as follows:

Unit No.	Title	Conceptual Focus	Learning Hours (Conceptual)	Practical Focus	Learning Hours (Practical)
1	Concept of ITeS / Business Process Outsourcing	To give an understanding of ITeS Sector	02	Creating an understanding about functioning of ITES-Voice business. **Method:** Visit to a companies / organizations engaged in Voice business , Demonstration of functioning of ITeS-Voice Business	2
		Awareness to as to why companies outsource the business.	02	Identify reasons as to why organizations Outsource **Method:** Analyzing of various companies that operate in ITeS- Voice domain for domestic and international customer segements.	3
2	English Language	To understand Tenses, Adjectives , Verbs , Nouns ,	02	Understand the practical use of English langurage. **Method:** Role Play on Communication Skills	5
		To understand Direct Speech and Indirect Speech, Sentence Formation.	02	Understanding the practical use of English language **Method:** Demonstration,Customer Interface.	5
3	English Language & Computer Handling Skills.	To understand and speak with Correct pronunciation , Common mistakes in English communication.	02	Evaluating customer requirements according to different types of services – offering different products to different customer groups– identifying and understanding various facets of customer requirements, evaluating customer need for different types of	5

		Orientation of Basic Computer Skills Working with Word, Excel , Power-Point , Key Board Skills. etc	02	deposits **Method:** Role play, demonstration, counseling, case study Examining requirements– assessing suitability of travel product to a particular customer segment– setting norms and documentation procedures. **Method:** Case study, interface with customers, discussions, role play	5
4	Developing Effective Sales Talk	Understanding customer requirement– selecting effective sales techniques– cautions in selling a product	02	Developing persuasion skills, effective presentation skills, selecting suitable body language, identifying appropriate non– verbal communication skills, listening skills **Method:** Role Play, demonstration, mock interviews, body language skills	5
5	Effective interpersonal skills	Group Discussion– Personal conversation– involving customers and identifying their interest– offering an effective sales proposal– negotiation and sales closure techniques	02	Developing appropriate communication skills, assessing customer requirements, counseling for query redressal, Team Managemet **Method:** Role Play, demonstration, mock interviews	5
6	Customer Service Management	To understand Needs/ideas of customers , Assertive Behavior, Empathizing, ourtesy , Professionalism, Apologies, Acknowledgment , Offering to assist, Initiating talk to help	02	Assessing and evaluating written communication, cautions while filling forms – learning customer service management in practical. **Method:** Role Play, demonstration, case studies, mock interface	5

		Call Management: phone–telephone etiquette- Hold-Mute-Transfer, Call Opening, Closing and Further assistance	02		
Total number of Lectures			**20**		**40**

13. Evaluation:

The programme will be evaluated by using both- skill based and concept bases techniques.

14. Certification:

After successful completion of the conceptual and practical interface, the participating candidates will be awarded a certificate of completion by programme conducting agency.

15. References and Links:

1.**Customer Relationship Management** by Haripuram Venkateshwarlu, Patrick Anthony

2.Customer Relationship Management by Jaspreet kaur Bhasin, DreamTech Press

3.Business Communication, M. Balusubrahmanian, Kalyani Publishers

4.MS Excel 2007: Made Simple , S.Jain, BPB Publications

5.Absolute Beginner's Guide to Microsoft Office Word : Laura Acklen , Que Publications

6.Guide to IT and BPO Jobs: Jain , BPB Publications