

CURRICULUM

FOR

BPO EXECUTIVE(Voice)

UNDER

APPRENTICESHIP TRAINING SCHEME

GOVERNMENT OF INDIA

MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP

DIRECTORATE GENERAL OF TRAINING

1. **Category of trade** : Non-Engineering

2. **Name of the Trade** :Business Process Outsourcing
(BPO)-Voice

3. **Duration of Apprenticeship Training** : **12 Month**
Break up of the Apprenticeship Training

**(i) Duration of Practical Training/
On-the-job Training** : **12 Month**

4. **Entry Qualification** : **Graduate**

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1. BACKGROUND

1.1. Apprenticeship Training Scheme under Apprentice Act 1961

The Apprentices Act, 1961 was enacted with the objective of regulating the programme of training of apprentices in the industry by utilizing the facilities available therein for imparting on-the-job training. The Act makes it obligatory for employers in specified industries to engage apprentices in designated trades to impart Apprenticeship Training on the job in industry to school leavers and person having National Trade Certificate (ITI pass-outs) issued by National Council for Vocational Training (NCVT) to develop skilled manpower for the industry. There are four categories of apprentices namely; **trade apprentice, graduate, technician and technician (vocational) apprentices.**

Qualifications and period of apprenticeship training of **trade apprentices** vary from trade to trade. The apprenticeship training for trade apprentices consists of basic training followed by practical training. At the end of the training, the apprentices are required to appear in a trade test conducted by NCVT and those successful in the trade tests are awarded the National Apprenticeship Certificate.

The period of apprenticeship training for graduate (engineers), technician (diploma holders and technician (vocational) apprentices is one year. Certificates are awarded on completion of training by the Department of Education, Ministry of Human Resource Development.

1.2. Changes in Industrial Scenario

Recently we have seen huge changes in the Indian industry. The Indian Industry registered an impressive growth during the last decade and half. The number of industries in India have increased manifold in the last fifteen years especially in services and manufacturing sectors. It has been realized that India would become a prosperous and a modern state by raising skill levels, including by engaging a larger proportion of apprentices, will be critical to success; as will stronger collaboration between industry and the trainees to ensure the supply of skilled workforce and drive development

through employment. Various initiatives to build up an adequate infrastructure for rapid industrialization and improve the industrial scenario in India have been taken.

1.3. Reformation

The Apprentices Act, 1961 has been amended and brought into effect from 22nd December, 2014 to make it more responsive to industry and youth. Key amendments are as given below:

- Prescription of number of apprentices to be engaged at establishment level instead of trade-wise.
- Establishment can also engage apprentices in optional trades which are not designated, with the discretion of entry level qualification and syllabus.
- Scope has been extended also to non-engineering occupations.
- Establishments have been permitted to outsource basic training in an institute of their choice.
- The burden of compliance on industry has been reduced significantly.

2. RATIONALE

[Need for Apprenticeship as BPO Executive]

This candidate trained in this job role will be employed in the BPO Sector.

The greater degree of relevance of the training with latest advancements of the industry will enhance the employability opportunities. Post the training, the candidates will have following skills:

1. Ability to keep customers happy by delivering high quality services.
2. Ability to use the computer for electronic documentation of information and to use the company software to manage and update logs.

3. Prioritize the queries obtained and plan for the day.
4. Resolve the query within the target turnaround time.
5. Able to communicate and behave in a professional manner when dealing with customers, colleagues and supervisors.

3. JOB ROLE

Brief description of Job role:

Candidate will be required to:

- 1 Understand the customer's query and provide accurate resolution
- 2 View Information from various applications and update the records accurately
- 3 Meet the Basic Targets with high fatal error accuracy and overall Accuracy

BPO Executive, in this role needs to have good basic Mathematic knowledge. He/She should be good in English communication, both verbal and written. Desired candidates should be time flexible along with being ready to work in a competitive and challenging environment.

Technical Skills:

- 1 Knowledge and ability to use the desktop computer system (screen, mouse, keyboard)
- 2 Knowledge and ability to use the phone system.
- 3 Knowledge and ability to Type 20 words in 1 minute

Soft Skills:

- 1 English Business Communication - Is articulate, speaks clearly and suits communication to audience needs
- 2 Should have good listening skills
- 3 Questioning/Paraphrasing
- 4 Handling difficult customers
- 5 Customer Service attitude

Product specific Knowledge:

Basic understanding of domain products and ability to solve customer's problems through usage of tools

Plan and organize assigned work and detect & resolve issues during execution. Demonstrate possible solutions and agree tasks within the team. Communicate with required clarity and understand technical English. Sensitive to environment, self-learning and productivity.

4. LEARNING OUTCOMES

4.1 GENERIC OUTCOME

- ❖ Call Handling Skills – The candidates should have understand the importance of telephone etiquette, how to handle calls from different types of customers with different issues.
- ❖ Aptitude – demonstrate clear ability in Verbal, Non-Verbal, Logical and Analytical reasoning.
- ❖ Resilience – learning to keep going when things don't go according to plan, coping with the unfamiliar, managing disappointment and dealing with conflict
- ❖ Teamwork – learning to connect and work with others to achieve a set task
- ❖ Leadership – assessing the requirements of a task, identifying the strengths within the team, utilising the diverse skills of the group to achieve the set objective, awareness of risk/safety
- ❖ Communication – demonstrating clear briefing and listening skills, not being afraid to ask for help and support when necessary
- ❖ Emotional maturity and emotional health – learning to handle emotions including tolerance and behavioural responses, building positive friendships and bonding with peers and classmates, learning to show understanding and to demonstrate respect for the opinions, personal space and beliefs of others
- ❖ Confidence and enthusiasm for learning – developing self-motivation, raised aspirations and belief in one's own abilities, defining and committing to achieving one's goals

- ❖ Responsibility – for one’s self, learning self-reliance and independence
- ❖ Employability skills – time and resource management, conflict resolution, teaching and mentoring others
- ❖ Work in a team, understand and practice soft skills, technical English to communicate with required clarity.
- ❖ Understand and apply basic computer working, basic operating system and uses internet services to get accustomed & take benefit of IT developments in the industry.

4.2 SPECIFIC OUTCOME

- ❖ Understand the BPO industry.
- ❖ Describe the importance of customer satisfaction.
- ❖ Explain responsiveness.
- ❖ Describe the importance of quality for Voice of Customer.
- ❖ Identify the factors affecting BPO cost.
- ❖ Communicate with required clarity and resolve customer issues efficiently.

5. GENERAL INFORMATION

1. Name of the Trade : Business Process Outsourcing
(BPO)-Voice
2. Duration of Practical Training
(On -job Training) : 12 Month
3. Entry Qualification : Graduate
4. Selection of Apprentices : The apprentices will be selected as per
Apprenticeship Act amended time to time
5. Rebate for ITI passed trainees : NA

Note: Industry may impart training as per above time schedule, however this is not fixed. The industry may adjust the duration of training considering the fact that all the components under the syllabus must be covered. However the flexibility should be given keeping in view that no safety aspect is compromised and duration of industry training to be remains as 1 year.

6. COURSE STRUCTURE

Training duration details:

Duration	12Month	
Practical Training (On - job training)	12 Month	----

7. SYLLABUS

7.1 PRACTICAL TRAINING (ON-JOB TRAINING)

(BLOCK - I)

DURATION: 12 Months

		GENERAL INFORMATION
1)	Name of the Trade	: BPO Executive
2)	Batch size	: a) Apprentice selection as per Apprenticeship Guidelines.

3)	Examination	<p>1) The internal assessment will be held on Completion of the training duration.</p> <p>2) The examination will be held at the end of Training by SSC or NCVT</p>
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.4.Instructors Qualification:

i) MBA/BBA with two years experience or graduate in sociology/social welfare/Economics with two to five years experience and trained in Employability skill from DGET Institute.

And

Must have studied in English/Communication Skill and Basic Computer at 12th /diploma level

OR

ii) Existing Social Study Instructor duly trained in Employability Skill from DGET Institute

5. Infrastructure for On-Job Training: - As per Annexure-I

7.2.1 Syllabus for Practical Training/ On the Job Training

Duration: 12 Months

Sr. No.	Module	Key Learning Outcome	Duration
1	Customer relationship management	<ul style="list-style-type: none"> • Current practice in customer service • Communication Skill • Assertiveness • Presentation and interpersonal skills 	

		<ul style="list-style-type: none"> • Email Etiquette • Telephone Etiquette • Accent Neutralization • Verbal reasoning on analogy, number series, puzzles, inserting missing character • Logical and analytical reasoning • Non-verbal reasoning • Quantitative ability LCM/HCF, profit, loss and discount, speed, time and distance, time and work, interest(simple & compound), ratio and proportion, averages 	
2	Customer orientation	<ul style="list-style-type: none"> • Apply different styles and approaches to use when working with customers • Understand how to adapt style and approach to meet customers preferences • Apply different questioning techniques for identifying customer needs and how to apply these • Match products/services to customer needs • Know the importance of confirming customer wishes and requirements 	
3	Deal remotely with customer queries	<ul style="list-style-type: none"> • Greet customers and verify their details, following organization's procedures • Read carefully, summarize, and obtain customer confirmation of your understanding of queries • Express their concern for any difficulties caused and commitment to resolving queries • Record and categorize queries accurately using their organization's query management tool • Refer queries outside their area of competence or authority promptly to appropriate people • Access organization's knowledge base for solutions to queries, where available • Resolve queries within their area of competence or authority in line with organizational guidelines and service level agreements (SLAs) • Obtain advice and guidance from appropriate people, where necessary • Obtain confirmation from customers that queries have been resolved to their satisfaction • Record the resolution of queries accurately using their organization's query management tool • Comply with relevant standards, policies, procedures and guidelines when dealing remotely with customer queries 	
4	Time Management and Handling Calls	<ul style="list-style-type: none"> • Handling the queries of customer within specific period of time • Understanding the requirement of the customer and providing appropriate solution • Tackling the calls with customers • Understanding the call opening and closing procedure 	

		<ul style="list-style-type: none"> • Learning the importance of call categorization, requisite amount of information from the customer 	
5	Data entry services	<ul style="list-style-type: none"> • Obtain sufficient information from the customer /client to understand the need and perform initial task • Assist the customer in providing right information to be entered • Provide the customer with a reasonable estimate time of entering data • Prioritize service requests according to organizational guidelines • Record and perform the service request accurately as per organizational processes and policies • Transcribes, enters, and verifies data from a variety of source material including financial and other records or reports • Receives source documents from various departments, public, agencies, etc. and verifies accuracy of material, prior to input • Transcribes selected data into a computer and scans source documents in accordance with specific program instructions • Compares transcribed data, as displayed on a visual screen, with the source document and corrects any errors • Obtain help or advice from specialist if the problem is outside his/her area of competence or experience • Determines the cause of error message while entering data and makes appropriate corrections • Maintains files of source documents or other information relative to data entered; • Performs various related functions to insure that the computer is maintained in a neat and orderly manner • Assists in (or performs) the filing and storage of security and back up data files • May perform various back-up or relief clerical duties as needed (i.e., switchboard, receptionist, fingerprinting, etc.) • Monitor the problem and keep the customer informed about progress or any delays in the process 	
6	Insurance basics	<ul style="list-style-type: none"> • Selling and marketing of insurance products • Legal and regulatory aspect of insurance agency • Premium rating • Claim procedure 	

8. ASSESSMENT STANDARD

Assessment Guideline:

Appropriate arrangements should be made to ensure that there will be no artificial barriers to assessment. The nature of special needs should be taken into account while undertaking assessment.

The following marking pattern to be adopted while assessing:

a) Weightage in the range of 60-75% to be allotted during assessment under following performance level:

For this grade, the candidate with occasional guidance and showing due regard for Customers issues/grievances, has resolved them, which demonstrates attainment of an acceptable standard of achievement.

In this work there is evidence of:

- Good communication skills
- A good understanding of the typical issues faced by Customers and multiple probably methods of resolving them.
- A fairly good level of English vocabulary
- Occasional support in completing the project/job.

b) Weightage in the range of above 75%- 90% to be allotted during assessment under following performance level:

For this grade, the candidate, with little guidance and showing due regard for Customers issues/grievances, has resolved them, which demonstrates attainment of an acceptable standard of achievement.

In this work there is evidence of

- Very Good communication skill
- A good understanding of the exact issues faced by Customers and providing the right methods of resolving them.
- A fairly good level of English vocabulary.
- Rare support in completing the project/job.

c) Weightage in the range of above 90% to be allotted during assessment under following performance level:

For performance in this grade, the candidate, with minimal or no support in organization and execution and with due regard for Customers issues/grievances, has resolved them, which demonstrates attainment of an acceptable standard of achievement.

In this work there is evidence of:

Very Good skill levels in the inventory count accuracy

- Meeting and exceeding the level of expectations while undertaking different work are in line with those demanded by the component/job.
- A high level of English vocabulary and communication.
- Minimal or No Rare support in completing the project/job.

9. FURTHER LEARNING PATHWAYS.

Employment opportunities:

On successful completion of this course, the candidates may be gainfully employed in the following industries:

1. BPO

10. ANNEXURE – I

TOOLS & EQUIPMENT FOR BASIC TRAINING

INFRASTRUCTURE FOR PROFESSIONAL SKILL & KNOWLEDGE

TRADE: BPO Executive

LIST OF EQUIPMENTS FOR 20 APPRENTICES

Sl. No.	Name of the items	Quantity
		(indicative)
	Equipment	
1	Call Centre Equipment	As required
2	Computers	20
3	Software	20 licenses

Note: In case of basic training setup by the industry the equipment available in the industry may also be used for imparting basic training.

INFRASTRUCTURE FOR ON-JOB TRAINING

TRADE: BPO Executive

Actual training will be conducted in the establishment using their own facility. It depends on the existing facilities available in the establishments. However, the industry should ensure that the broad skills defined against On-Job Training part (i.e. 76 Hours) are imparted. In case of any short fall the concerned industry may impart the training in cluster mode/ any other industry to cover up the short fall.

11. ANNEXURE-II

GUIDELINES FOR INSTRUCTORS

1. Due care to be taken for proper & inclusive delivery among the batch. Some of the following some method of delivery may be adopted:

- A) LECTURE
- B) LESSON
- C) DEMONSTRATION
- D) PRACTICE
- E) GROUP DISCUSSION
- F) DISCUSSION WITH PEER GROUP
- G) PROJECT WORK
- H) COMPANY VISIT

2. Maximum utilization of latest form of training viz., audio visual aids, integration of IT, etc. may be adopted.

3. The total hours to be devoted against each topic may be decided with due Diligence to safety & with prioritizing transfer of required skills.