

| Name of the Course/Job Role | Customer Service Associate in IT/ITeS |
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| Job Description | Learning Outcomes |
| <p>Elements and Performance Criteria (PC)</p> <ul style="list-style-type: none"> • Collect information from customers to log their query • Assess customer’s details for any account-related information • Categorize and record customer’s interaction as a query, request or a comp • Respond to customer inquiries, requests or complaints courteously and efficiently on phone and face-to-face. • Estimate and inform the customer about the time needed for resolution if an immediate solution cannot be provided • Resolve customer queries and avoid escalations • Seek assistance from senior (supervisor/floor support/manager) when customer inquiries cannot be fully answered <p>Knowledge and Understanding (KU)</p> <ul style="list-style-type: none"> • Standard operating procedures related to service & sales process • Handle and resolve basic customer enquiries • Navigation of intranet tools and Customer Relationship Management (CRM) software to gather information about customer's account • Company procedures set for execution of the job role/handling • Probe customers using appropriate questions • Process of fetching information about product/process/services or process a customer’s interaction from informational intranet tools. • Turnaround Time (TAT)/Service Level Agreements (SLA) of various processes • SOP for escalations • Complete process flow for a business cycle • Importance of documenting the customer problems and queries in the organization’s prescribed format. <p>Generic Skills (GS)</p> <ul style="list-style-type: none"> • Speak English and the relevant local language • Communicate clearly and honestly with customer • Listen effectively, pay attention to customer • Be courteous and professional while interacting with the customer • Respond promptly to customer needs & requests from time to time • Manage time efficiently | <ul style="list-style-type: none"> • Exultation of job role handling as per company procedures • Probing customers effectively • Follow SOP related to service and sales process • Follow documentation process of customer complain/ problem as per company documentations procedures • Complete process follows for a business cycle • Able to speak in English and local language • Respond promptly to customer needs and requests from time to time • Communicate effectively with customers using both verbal and written communication. • Analyse and Resolve Customer Requirements • Deal with customer inquiries • Manage walk-in customers • Develop rapport/relationship with the customers • Work on the feedback received from supervisor/peers/customers • Follow the guidelines for personal grooming • Maintain the safety of workplace • Explain how to plan work effectively, implement safety practices and optimize use of resources. • Assist in performing the key activities and tasks involved. • Work as a bridge between the Organization & the client. |