

# Participant Handbook

Sector  
**Telecom**

Sub-Sector  
**Handset**

Occupation  
**Customer Service**

Reference ID: **TEL/Q2200, Version 1.0**  
**NSQF Level 4**



**Customer Care Executive  
(Repair Centre)**





**Shri Narendra Modi**  
Prime Minister of India

“ Skilling is building a better India.  
If we have to move India towards  
development then Skill Development  
should be our mission. ”



## Certificate

### COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**TELECOM SECTOR SKILL COUNCIL**

for

### SKILLING CONTENT: PARTICIPANT HANDBOOK

Complying to National Occupational Standards of  
Job Role/ Qualification Pack: 'Customer Care Executive (Repair Centre)'  
QP No. 'TEL/Q2200 NSQF Level 4'

Date of Issuance: **May 5<sup>th</sup>, 2016**

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*\*Valid up to the next review date of the Qualification Pack or the  
'Valid up to' date mentioned above (whichever is earlier)*

Authorised Signatory  
(Telecom Skill Development Council)



## Acknowledgements

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The preparation of this handbook would not have been possible without the Telecom Industry’s support. Industry feedback has been extremely encouraging from inception to conclusion and it is with their input that we have tried to bridge the skill gaps existing today in the Industry.

This participant handbook is dedicated to the aspiring youth who desire to achieve special skills which will be a lifelong asset for their endeavours.

## About this Book

India is the second largest telecom market in the world, with over 1 billion (100 crores) subscribers.

The sector employs over 2.08 million (20 lakh 80 thousand) employees as of 2013, and is slated to employ more than 4.16 million (41 lakh 60 thousand) employees by 2022. This implies additional creation of 2.1 million (21 lakh) jobs in the nine-year period.

This Participant Handbook is designed to impart theoretical and practical skill training to students for becoming a Customer Care Executive (Repair Centre). Customer Care Executive (Repair Centre) in the Telecom industry is also known as Customer Service Representative/Showroom Executive/Customer Relationship Officer/ Customer Service Executive/Repair Centre Executive.

Individuals at this job provide customer service by interacting with walk-in customers. They also handle, follow-up and resolve customer's queries, requests and complaints, in a timely manner.

This Trainee Manual is based on Customer Care Executive (Repair Centre) Qualification Pack (TEL/Q2200) and includes the following National Occupational Standards (NOSs):

- Managing query/ complaints of walk-in customers - TEL/N2200
- Identifying issues and troubleshoot- TEL/N2201
- Co-ordination for repair and replacement - TEL/N2202

The Key Learning Outcomes and the skills gained by the participant are defined in their respective units.

Post this training, the participant will be able to interact with walk-in customer, provide resolution to customer queries & complaints, and hence will be able to develop customer relationship.

We hope that this Participant Manual will provide a sound learning support to our young friends to build an attractive career in the telecom industry.

## Symbols Used



Key Learning  
Outcomes



Steps



Notes



Unit  
Objectives



Practical



Exercise





# 1. Introduction



Unit 1.1 – Introduction to the Program

Unit 1.2 – Telecom Industry

Unit 1.3 – Role of a CCE (Repair Centre)

Unit 1.4 – Basic Terminologies used in a Telecom Repair Centre

Unit 1.5 – Basics of a Mobile Handset



## Key Learning Outcomes

**At the end of this module, you will be able to:**

1. Explain the overview of the program
2. List down the necessary skills which the training will cover
3. Explain the ground rules to make the program effective
4. Get an overview of the Telecom industry in India
5. Discuss about the mobile handset industry in India
6. List the top mobile handset players in India
7. Gain knowledge about the job and personal attributes of a Customer Care Executive
8. Discuss about the career ladder of a CCE (Repair Centre)
9. State the different terminologies used in a Telecom Repair Centre
10. Identify the different parts of a mobile handset
11. Demonstrate how to assemble and disassemble a handset

## UNIT 1.1: Introduction to the Program

### Unit Objectives

**At the end of this unit you will be able to:**

1. Discuss the overview of the program
2. List down the necessary skills which the training will cover
3. Explain the ground rules to make the program effective

### 1.1.1 Program Overview

- The Telecom Industry in India
- Roles and responsibilities of a Customer Care Executive (Repair Centre)
- Telecom Repair Centre specific key concepts
- Behavioural, professional, technical, and language skills required for performing the job effectively
- Methods of Selling, Up-selling and Cross-selling companies products and services
- Managing queries and complaints of walk-in customers
- Classify problems/issues in the handset/accessories of walk-in customers and troubleshoot them
- Co-ordinating with internal team and customers for repair/replacement
- Interview Skills

### 1.1.2 The Skills that this Program Trains you in are

- Communication skills
- Language Skills (Listening, Speaking, Reading and Writing Skills)
- Interpersonal Skills
- Rapport Building
- Time Management
- Selling Skills

### 1.1.3 Main Activities done by a Customer Care Executive (Repair Centre)

- Managing queries and complaints of walk-in customers
- Identifying issues/problems in the handset/accessories of customers and troubleshoot them
- Co-ordinating with internal team and customers for repair/replacement

### 1.1.4 Rules for Efficient Learning Environment

All the participants are expected to follow certain ground rules which will facilitate an efficient learning environment.

These rules are:

- Arrive on time.
- Participate in all phases of the workshop.
- Keep mobile phones on silent mode.
- Adhere to the timelines. Fifteen minutes break means returning to the room within that time.
- Listen actively - respect others while they are talking.
- Learn what is taught
- Ask questions if you don't understand.

### Exercise



1. What are your expectations from the training program?

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### Notes



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## UNIT 1.2: Telecom Industry

### Unit Objectives

**At the end of this unit you will be able to:**

1. Get an overview of the Telecom industry in India
2. Discuss about the mobile handset industry in India
3. List the top mobile handset players in India

### 1.2.1 Telecom Industry at a Glance

- Telecom services play a very important role in the socio-economic development of the nation.
- It also supports in modernisation and rapid growth of the various sectors of the economy.

### 1.2.2 Telecom in India

- In recent years, the Indian telecom industry has witnessed phenomenal growth.
- A conducive business environment, favourable demographic outlook, and the political stability enjoyed by the country have contributed to the growth of the industry.
- The telecommunication network of India is the second largest in the world based on the total number of telephone users (both fixed and mobile phone).
- India achieved the distinction of having the world's lowest call rates, the fastest sale of a million mobile phones, the world's cheapest mobile handset, and the world's most affordable colour phone.

### 1.2.3 Mobile Handset Industry

- India has reached the coveted position of the second largest mobile handset market in the world after China. It is expected to become even bigger with 208.4 million phones being shipped by 2016 at CAGR of 11.4% between the period of 2010 – 2016.
- A recent report by Frost and Sullivan portray that the Indian Mobile Handset market is expected to continue its upward trajectory.
- It is projected that there would be a threefold increase in the number of telecom participants by state this year. In short, India had about 68 mobile handset players and it will go above 200.
- Another interesting part of the survey is the increasing use of smart phones by the Indian consumer. The mature Indian mobile consumers' increasing preference for high-end handsets and the younger demographics' desire to use mobile web technologies could see the smart phone markets' revenues soar.

## 1.2.4 Top Mobile Handset Players in India

1. Samsung
2. Xiaomi
3. Oppo
4. Vivo
5. Iphone
6. Motorola
7. Lenovo
8. Nokia
9. LG
10. Lava

### Exercise

1. Which telecom company has the highest market share?

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2. Which telecom company has the lowest market share among the top 7 companies?

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3. Name the top five telecom companies in India.

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### Notes

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## UNIT 1.3: Role of a Customer Care Executive (Repair Centre)

### Unit Objectives

**At the end of this unit you will be able to:**

1. Gain knowledge about the job of a Customer Care Executive
2. List down the personal attributes of a Customer Care Executive
3. Discuss about the career ladder of a CCE(Repair Centre)

### 1.3.1 A Customer Care Executive

A Customer Care Executive in a mobile repair centre provides customer service by interacting with walk-in customers. He also handles, follow-ups and resolves customer's queries, requests and complaints, related to handsets and accessories in a timely manner.

Moreover, he/she is a link between the company and the customer.



Fig. 1.3.1 Customer Care Executive

### 1.3.2 Role and Importance of a Customer Care Executive

1. Customer Care Executives tries to meet the needs of the customer within the ambit of management policies.
2. Customer Care Executives should listen, understand, analyse a problem, come up with the best solution, and make the customer feel that he/she has made the right decision.

For example, in a Repair Centre, the Customer Care Executive will assist the customers by solving their problems on things like:

- Touch screen issues
- Cracked Screen
- Software not responding etc.

In such cases, a Customer Care Executive must pay attention to customer's problems and assure him that he will try his level best to solve his issues.

### 1.3.3 Approach of an Effective CCE (RC)

An effective CCE understands that his role is critical to the success of the organisation so it is important that his approach is correct. The best approach for a CCE to work with customers is the caring approach as a customer who feels cared for is a customer for life.

#### The CARING Approach



### 1.3.4 Specific Responsibilities of a Customer Care Executive in a (Repair Centre)

- Individuals in this job provide customer service by handling, following-up on, and resolving walk-in customers' queries, requests and complaints.
- Individuals in this job are responsible for managing themselves as well as the store.
- Individuals proactively recommend/sell organisation's products and services.
- Individuals are responsible for identifying issues/problem of handset and troubleshoot them.
- Individuals are responsible for co-ordinating with internal team and customers for replacement/repair.

### 1.3.5 Personal Attributes: Customer Care Executive (Repair Centre)

- Must possess strong communication skills
- Must possess the ability to frame simple and rational sentences
- Must possess good problem solving skills
- Must have strong customer service focus
- Must possess good selling and listening skills
- Must have the ability to work under pressure

## Exhibit

### Responsibilities of Customer Care Executives- Repair Centres

A CCE is an important person playing a role between a client and the parent company. Given below are the five main responsibilities of a CCE-RC:

#### 1. Rapport Building

A CCE is the first person whom the client reaches out in case of any query or problem. Therefore, the image of the company lies in his/her hands i.e. he/she is responsible for building a good image of the company in front of the client.

As a CCE you must gain the trust and confidence of the customer so that when the customer comes with his problem, he gets a sense of confidence that it is being addressed. Rapport building can only happen by fulfilling the needs and requirements of the customers.

#### 2. Effective and Timely Communication

A CCE must gather information about the needs and wants of the customers by communicating with them in an effective way. He can gather details of the problem only if he listens patiently and asks questions to the customer based on it.

A CCE who is effective, ensures that the needs of customers are met and if in case need arises he/she transfers the call to an expert who can help the customer in resolving his/her problems. He/she also calls back, takes messages and sends documents within the committed time frame.

#### 3. Handle Different Customers

The work of a CCE involves handling different kinds of customers. He/ she must be able to tackle different types of customers by being polite to them, understanding their requirements and then assuring them that their problem will be resolved. Most importantly a CCE has to make sure that each customer is satisfied.

#### 4. Make calls and follow up

In a relationship centre a CCE is expected not only to handle incoming customers but also to sell company's products. Therefore, one of the main duties of a CCE is to make cold calls or call up old customers in order to sell a company's services and products to them.

#### 5. Always Maintain Good Telephone Etiquettes

A CCE is expected to maintain good telephone etiquettes. He/ she must talk politely, and must not disconnect the call abruptly. As a CCE you must know how to communicate over the telephone, so that when the customer talk to you, he/she must feel good about the call.

### 1.3.6 Career Ladder of a Customer Care Executive (Repair Centre)

A Customer Care Executive has a very interesting job role, one of a CCE and the other of a L1 technician. So he will have two career ladder, one will be if he wants to continue his job as a CCE and the other if he wants to grow as a L1 technician.

- **CCE Career Ladder**

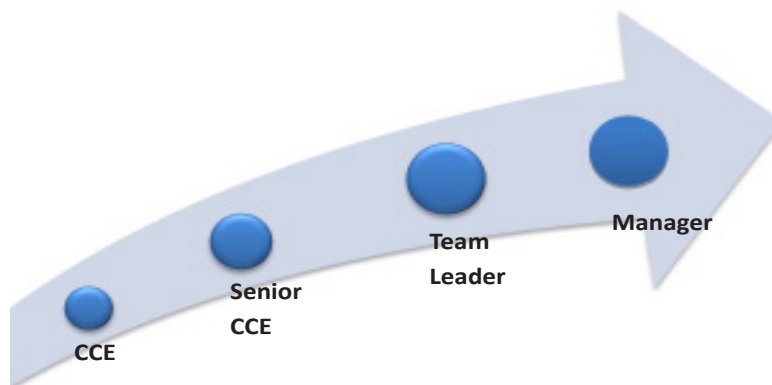


Fig. 1.3.2 CCE career ladder

- **Technician Career Ladder**

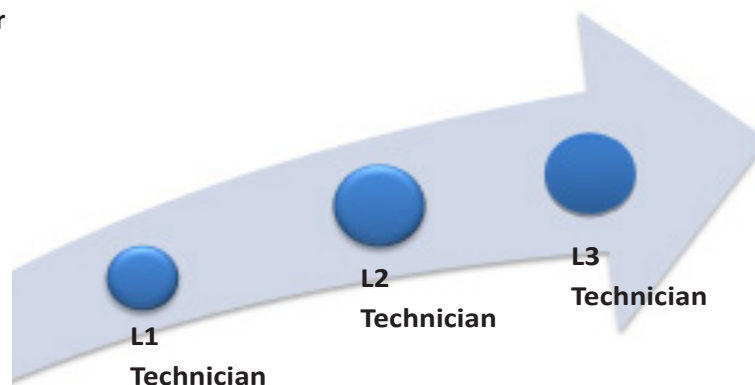


Fig. 1.3.3 Technician career ladder

#### Exercise

1. List down the specific responsibilities of a Customer Care Executive in a repair centre.

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2. Write down any three personal attributes of a Customer Care Executive in a repair centre.

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3. Which of the following is the main responsibility of a Customer Care Executive?

- a. Rapport Building
- b. Not handling difficult customers
- c. Untimely communication
- d. None of the above

## UNIT 1.4: Basic Terminologies Used in a Telecom Repair Centre

### Unit Objectives

**At the end of this unit you will be able to:**

1. State the different terminologies used in a Telecom Repair Centre

### 1.4.1 A Basic Terms and their Meanings

**1G** -1G is the first generation cellular network that existed in 1980s. It transferred data (only voice) via an analog wave.

**2G**- 2G is the second generation technology which introduced the concept of digital modulation which meant converting voice (only) into digital code (in your phone) and analog signals. Being digital helped to overcome some of the limitations of 1G as it omitted the radio power from handsets thereby making life healthier and it had enhanced privacy too.

**3G**-3rd generation in technology. It leads to use of speech and data services simultaneously. Up to 2 Mbps data rates are offered by it. 3G includes services like Video Calls, Mobile TV, Mobile Internet and Downloading. There are bunch of technologies which fall under 3G like WCDMA, EV-DO, HSPA and others.

**4G**- 4G is the latest generation of mobile data connectivity built on the foundations set by 3G. 4G offers a faster and more reliable connection. 4G offers features like downloading movies or music, streaming YouTube videos and uploading images to Facebook at a much faster speed than 3G. 4G is a quicker and easier technology as compared to earlier ones.

**AC:** Alternate Current

**BGA:** Ball Grid Array

**BSI:** Battery Status Indicator

**CDMA:** Code Division Multiple Accesses

**CPU:** Central Processing Unit

**DCT:** Digital Core Technology

**DC:** Direct Current

**ESD:** Electro Static Discharge

**FM:** Frequency Modulation

**GSM:** Global System For Mobile phones

**IC:** Integrated Circuit

**IMEI:** The International Mobile Station Equipment Identity

**LCD:** Liquid Crystal Device

**LED:** Light Emitting Diode

**MIC:** Microphone

**PDA:** Personal Digital Assistance

**PCB:** Printed Circuit Board

**PFO:** Power Frequency Oscillator

**RAM:** Random Access Memory

**RTC:** Real Time Clock

**SMD:** Surface Mount Device

**SIM:** Subscriber Identification Module

**Up-Sell:** Up-selling is the action whereby a seller induces the customer to purchase more items, upgrades, or other add-ons in an attempt to make a more profitable sale.

**Cross-Sell:** The selling of additional products and services to the existing customers, established clients, traders, markets etc is referred to as cross-selling.

**Customer Service:** It refers to the provision of service to customers before, during and after a purchase. It is designed especially to enhance the level of customer satisfaction i.e. the feeling that the customer is happy and satisfied with the product or service.

## Exercise



1. The full form of FM is:
  - a. Frequency Modulation
  - b. Frequent modulation
  - c. Fast Modulation
  - d. None of the above
  
2. The full form of BSI is
  - a. Battery Status Indicator
  - b. Battery Status Indication
  - c. Battery Structure Indication
  - d. Battery Structure Indicator
  
3. The full form of PFO is
  - a. Power Frequency Oscillation
  - b. Power Frequency Oscillator
  - c. Power Frequently Oscillator
  - d. None of the above