

CRM Domestic Voice (661)

NSQF Level 4

**(Job Role: Customer Relationship
Management Domestic Voice)**

Practical Manual



विद्याधनम् सर्वधनं प्रधानम्

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INTRODUCTION

The course, “CRM Domestic Voice” comprises of theory and practical components. The course developed is intended to provide basic knowledge and technical skills in the area of Customer Relationship Management. Practicals form an integral part of this course to provide you the necessary hands on training that is very essential to become customer care executive, customer service advisor, helpdesk coordinator, customer support representative, process-associate-voice. You will find these practicals will help you to understand the concepts very well. Also, hands on training will make your experience more concrete and thereby enable you to acquire the desired learning outcomes.

OBJECTIVES OF PRACTICAL

- Develop practical skills for better understanding through firsthand experience;
- Demonstrate the principles covered in the theory;
- Develop observational skills in the form of identifying problems and their solution;
- Design, label and record the results and interpret them.

Through practical work, not only the theoretical concepts are tested but also it trains you in the scientific method.

THE FORMAT OF THIS MANUAL

The practical presented in this manual are in the form of self – instructional material. Each exercise in the manual has the following format:

1. **Objectives:** The objectives of a practical will give you an idea about the skills and knowledge to be developed or acquired after performing that practical.
2. **Tools/ Equipment/ Material required:** It gives an exhaustive list of equipment/ tool/ material required to perform the particular practical.
3. **Procedure:** It includes the steps to perform a practical in a sequential manner.
4. **Observations:** A proper format of recording the observations is suggested in each practical.
5. **Result:** It is the outcome of the observations and supports the objective of the practical.
6. **Precautions:** The precautions to be taken in carrying out the practical are listed here.
7. **Notes:** Space is provided for you to note down important points.
8. **Signature of Instructor:** Your instructor will check the manual and give comments or provide feedback for the benefit/ improvement of your performance.

HOW TO USE THIS MANUAL

All the information required for doing the practicals is given in this manual.

Use the manual in the following way for performing the practical:

1. Read the objectives of the practical carefully. Try to understand what is required to be done.
2. Get ready by collecting all materials like images and files required for the practical.
3. Read the instructions given in the procedure step by step and keep following the instructions.
4. Whenever “observe” comes, carry out the observation and fill up the observations in the space provided for observations or in your notebook. Try noting down the observations then and there instead of doing it later.
5. Follow the precautions suggested while performing practical. Do not avoid these precautions if you want better and accurate results.

6. Complete the worksheet for each practical. You will find that the worksheet is based on your observations and also on the theoretical knowledge which you have studied in the study material.
7. Do not forget to carry your manual with you when you go for the practical work.
8. Do read all the instructions before starting the practical work.
9. Keep your practical manual neat and clean as it is an important material for practical examination.
10. Try to write with a pen in a neat, legible handwriting since this manual will be your record of all practicals done by you.

CONTENTS

<i>Sr. No.</i>	<i>Practical Number</i>	<i>Page No.</i>
1.	Practical -1	1
2.	Practical -2	3
3.	Practical -3	4
4.	Practical -4	5
5.	Practical -5	7
6.	Practical -6	9
7.	Practical -7	11
8.	Practical -8	13
9.	Practical -9	15
10.	Practical -10	17
11.	Practical -11	19
12.	Practical -12	21
13.	Practical -13	23
14.	Practical -14	25



Notes

Practical-1

Create a new folder named personal_data in a drive in your computer. Create your resume in MS Office or OpenOffice and save it in personal_data folder.

Objective

After completion of this practical you will be able to create a file and folder in a computer system.

Pre-requisite

- The Computer should have an operating system (i.e., Windows 7, Windows 8 Windows 10, ubuntu etc) and MS Office or OpenOffice installed on it.

Procedure / Activity

- Open any drive (like: C , D or E) in the computer system.
- Create a folder in the drive, and rename the folder as personal_data.
- Create a document file containing your resume and save it in personal_data folder.

Do's and Don'ts

- Scan the file before opening it.
- Document should be properly named so that it is recognized easily in future.

Learner's Observations

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Notes

Practical-2

Prepare a brief introduction of yourself to the HR of the company.

Objective

After completion of this practical you will be able to introduce yourself to the world.

Procedure / Activity

- You write the types of Greeting learnt.
- Make small sentences. First begin with saying I am (your name).
- Now start writing about you. i.e., your designation, from which place you belong to, your qualification etc.

Do's and Don'ts

- Don't make any grammatical mistakes.
- Make small sentences.

Learner's Observations

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Notes

Practical-3

Read newspaper for 15 to 20 minutes per day and write the brief news.

Objective

After completion of this practical you will be able to improve your conversation.

Procedure / Activity

- Take any English newspaper.
- Read it for around 15 to 20 minutes per day.
- Write the brief news on the paper.

Do's and Don'ts

- Make small sentences.
- Check the grammar.

Learner's Observations

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Notes

Practical-4

Create your e-mail account on Gmail / Yahoo mail / Hotmail.

Objective

After completion of this practical you will be able to create your personal e-mail account.

Pre-requisite

- You should be able to use Computer/Laptop.
- You should have knowledge of Internet.

Procedure / Activity

- Make sure your computer is “On” and Internet service is enabled there.
- Open any web browser (i.e. Internet Explorer, Mozilla Firefox, Google chrome.etc).
- Type URL www.gmail.com (for gmail account).
- Click on sign up button.
- Fill the form.
- Read terms and conditions then accept it.
- Submit the filled form.
- Now your account is created and you can use it for communication.

Do's and Don'ts

- Choose username that could relate your name.
- Don't use very simple password.



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Learner's Observations

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Notes

Practical-5

Reset your browser by clearing browsing history/data from the browser.

Objective

After completion of this practical you will be able to delete browsing history from browser.

Pre-requisite

- You should be able to use Computer/Laptop.
- You should have knowledge of Internet and browser.

Procedure

- Make sure your computer is “On” and Internet service is enabled there.
- Open any web browser (i.e. Internet Explorer).
- Click tools in the upper right hand corner.
- Select internet options from drop down menu.
- On the general tab, in the browsing history section, click delete button.
- Check the boxes of data, you would like to clear.
- Click delete.
- Close the browser.
- Now your browser history cleared.

Do's and Don'ts

- If you want to delete selected time period's browsing history then choose appropriate time period (i.e. last 1 hour).



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Learner's Observations

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Notes

Practical-6

Write an e-mail to BPO HR for the post of “Customer Support Executive” and attach your resume

Objectives

After completion of this practical/activity you will be able to

- prepare your resume for jobs;
- apply for jobs in companies.

Pre-requisite

- You should have knowledge of Email account and Internet.
- You should be able to use MS Word/Writer.

Procedure

- Make sure your computer is “On” and Internet service is enabled there.
- Prepare your resume using Ms Word/Writer that could fulfill the requirement of post.
- Save your resume with your name and post you are applying (i.e. Prashant_CSE).
- Open your personal e-mail account.
- Click on compose.
- Write BPO HR e-mail address in “To” section.
- Write subject line like “applying for the post of Customer Support Executive/ IT Department.
- Use appropriate greeting lines for HR (i.e. Dear Sir/Madam).
- Write cover letter that could show your qualification, skill, strength and experience.



Notes

- Write thank you to BPO HR for considering your application.
- Attach your resume.
- Send e-mail by clicking “Send” button.

Do’s and Don’ts

- Your cover letter and resume should match with the requirement of the post applied for.
- Use appropriate words that could show your passion for job.
- Don’t leave your mail subject line blank; recruiter may skip your application.

Learner’s Observations

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Notes

Practical-7

Send an e- mail to a customer about new services/offers launched by your company.

Objective

After completion of this practical you will be able to identify communication approach through mail.

Pre-requisite:

- You should be able to use Computer/Laptop provided by company.
- You should have knowledge of Email and Internet.
- You should have knowledge of customer language (regional language/English).

Procedure:

- Make sure your computer is “On” and Internet service is enabled there.
- Open your e-mail account provided by company.
- Compose an e-mail and write mailing address of customer in “To” .
- Write valid subject line that is related to services/offers.
- Relevant greeting lines should be in cover letter (i.e. Dear Sir/Dear madam/ Dear “customer name).
- Write subject line and tell about company services and offers in cover letter.
- Attach appropriate pamphlet by clicking on attach button and browsing the file to be attached.
- Send e-mail by clicking “send/sent” button.

Do’s and Don’ts

- Use appropriate subject line that could clearly define services/offers.
- Don’t make false commitments.



Notes

Practical-8

You are the Customer Service Executive for ABC online shopping. A customer had ordered for a mobile phone but when he received mobile, it was defected/ not operational. The customer mails you to complain on the issue. Write a reply mail to the customer who complained against the product provided by company. Assure him that the mobile phone will be returned / replaced.

Objectives

After completion of this practical you will be able to

- understand the problems of customer;
- reply to the customer's complaints through mail.

Pre-requisite

- You should have knowledge of Email account and Internet.
- You should be able to understand customer language.

Procedure

- Make sure your computer is "On" and Internet service is enabled there.
- Open your e-mail account provided by company.
- Click on "inbox" and check the mail.
- Click on customer mail and read it.
- Click on reply.
- Use appropriate greetings and use humble and soft words in cover letter.
- "Sorry for inconvenience" if complained services are committed by company.
- Otherwise inform correct services to the customer.
- Say "Thanks" for using company product/services.
- Send an e-mail by clicking "send" button.



Notes

Practical-9

Describe the new products/services launched by your company through a telephonic conversation.

Objective

After completion of this practical you will be able to convince your customer through telephonic conversation to use your product/service.

Pre-requisite

- You should be able to use Telephone service(i.e. hold/forward/resume call) provided by company.
- You should have knowledge of customer language(regional language/English).

Procedure

- Make sure your Telephone line is working and voice is clear in the communication.
- When you get connected to the customer use appropriate words for greeting(i.e. good morning or good evening sir/madam).
- Ask customer “is it appropriate time for conversation”. If yes then continue with next step otherwise go to step 7.
- Describe the product/service and its qualities you may also tell them about discounts/offers that are being given by your company.
- Open your feedback form to fill the customer’s feedback about the conversation for further communication.(i.e. name, location, which company product they prefer etc....)
- If you feel customer is interested then ask for confirmation.
- End your conversation with greeting words (i.e. have a good day sir/madam).
- Write the special remark if you need for future use.



Notes

Do's and Don'ts

- You should have complete knowledge of services/products as well as knowledge of similar products available in the market.
- Don't make false commitments.

Learner's Observations

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Notes

Practical-10

You are the Customer Service Executive for XYZ company. A customer got poor services / products from you company. Solve this issue.

Objective

After completion of this practical / activity you will be able to learn to address the customer's complaints through a telephonic conversation.

Pre-requisite

- You should be able to use Telephone service (i.e. hold/forward/resume call) provided by company.
- You should have knowledge of customer language (regional language/English).
- You should have knowledge of company's product and services.

Procedure

- Make sure your computer is "On" and all customers' information is saved on your system.
- Your computer should be connected with appropriate backup power supply.
- Pickup the call of customer.
- Greet your customer with appropriate words (i.e. Thank you for calling.....) and inform him/her your name and ask "how can I help you sir/madam".
- If he/she is dissatisfied with product/services, listen him / her carefully.
- Verify the product/services at your end delivered to the customer.
- Use humble and soft words in conversation.
- "Sorry for inconvenience" if being complained about services were committed by company or if the product sold is defective and try to solve the problem.
- Inform about correct services or the steps to be taken.



Notes

- End your conversation with greeting words (i.e. have a good day sir/madam).
- Register the complaint and forward the complaint number to the customer.
- Write the special remark if you need for future use.

Do's and Don'ts

- Don't interrupt the customer when he/she is complaining tell about services/products. Be a patient listener.
- Don't make false commitments.
- Verify about customer and item details from the concerned department.

Learner's Observations

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Notes

Practical-11

You are the Customer Support Executive of a communication service company. A regular customer who has been using your postpaid services calls you up to waive the late fine levied in the current bill. This issue is not concerning your area of competence. How can you address your customer on this issue.

Objective

After completion of this practical/activity you will be able to handle your customer when issues are outside your area of competence.

Pre-requisite

- You should be able to use Telephone service(i.e. hold/forward/resume call) provided by company.
- You should have knowledge of customer language (regional language/English).
- You should have knowledge of company's product and services.

Procedure

- Make sure your computer is "On" and all customers' information is saved on your system.
- Your computer should be connected with appropriate power supply.
- Pickup the call of customer.
- Greet your customer with appropriate words (i.e. Thank you for calling) and inform him/her your name and ask "how can I help you sir/madam".
- If he/she is dissatisfied with product/services, first listen him/her carefully.
- Verify the product/services at your end delivered to the customer.
- If he/she asks about those issues which are outside your area of competence, follow your organization procedure and forward the call in appropriate department. Make sure the customer is informed in an appropriate manner before forwarding the call.



Notes

- Write the special remark if you need for future use.

Do's and Don'ts

- Don't interrupt customer when he/she tell about services/products.
- Don't make false commitments.
- Don't take any decision or make any commitment if you are not sure about it. Pass the issue to the concern department/person.

Learner's Observations

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Notes

Practical-12

A customer calls up to enquire about the maintenance service (terms and conditions) of the UPS purchased by your company. Explain to him/her about various AMC offered by your company.

Objective

After completion of this practical/activity you will be able to convince your customer for using company product/services.

Pre-requisite

- You should be able to use Telephone service(i.e. hold/forward/resume call) provided by company.
- You should have knowledge of customer language(regional language/English).
- You should have knowledge of company's product and services.

Procedure

- Make sure your computer is "On" and all products/services information is saved on your system.
- Your computer should be connected with appropriate power supply.
- Pickup the call of customer.
- Greet your customer with appropriate words(i.e. Thank you for calling) and inform him/her your name and ask "how can I help you sir/madam".
- First listen him/her carefully.
- Verify the product/services at your end offered by company.
- Try to tell him/her about benefits of products/services. Help him/her choose the best plan as per requirements.
- If he/she is satisfied then ask for confirmation of delivering product/services.



Notes

- If he/she does not want to confirm at same time, ask for confirmation call timings.
- End your conversation with greeting words (i.e. have a good day sir/madam).
- Write the special remark if you need for future use.

Do's and Don'ts

- Tell about other services/products to customer if he/she is interested.
- Don't make false commitments.
- Listen to the customer's requirement first and then give your suggestion that will help him/her choose the best option.

Learner's Observations

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Practical-13

You being a Team leader have been given an assignment from your company to sell product (laptops), Please describe the parameters of your prospective team as per the requirements so that your task is completed within the given time frame(to sell a minimum number of laptops).

Objectives

After completion of this practical, you will be able to

- lead the team as per each member's competence and capability to get the best results;
- take collective responsibility of success or failure of the team.

Pre-requisite

- The team leader should know all details/aspects/ information/technical aspects of the product to be sold.
- The team leader should have first hand information regarding their strength and weakness of each team member.
- The team leader should keep in mind the desired result and other requirements before finalizing the mode of operation of the team.

Procedure

- Team leader should read brochures / detailed information of the product on site. He should make sure that each team member is also aware about the product.
- Team leader has to give training and guidance to the members of the team regarding the task so that they are able to sale the product.
- Small targets/areas should be assigned to be each team member.
- Take regular feedback of the work done by each team member and take appropriate action there after.



Notes

Do's and Don'ts

- The team leader should not hurt the feelings of his team members if he gets to know his fault or weakness.
- The team leader should try to involve all the members in a task without any discrimination.

Learner's Observations

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Notes

Practical-14

You have been shifted to night work shift. Describe the problems/inconveniences being faced by you. Also explain what steps you will take into consideration so that your work life and rest of **the social life is not much affected**.

Objective

After completion of this practical/activity you will be able to concentrate more on your work as you will be able to learn as to how to balance your work and personal life.

Pre-requisite

- Identification of the issues which are hampering the work.
- Consultation within family and superiors.

Procedure

- Identification of the problems faced after working in night shift and its impact on day to day activities.
- Study/research on the subject/problem so that the solution can be achieved.
- Have sufficient amount of sleep in spite of working in night shift.
- In the morning, go for GYM or yoga so that you can sleep properly.
- Do activities on time during the office so that you can get relaxed (i.e. leave your seat for 3-5 minute walk, blink your eyes).

Do's and Don'ts

- Don't miss out on your sleep.
- Go for GYM/Yoga.



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