Qualification Pack

Automotive Customer Relationship Manager

QP Code: ASC/Q1104

Version: 4.0

NSQF Level: 5.5

Contents

Qualification Pack

ASC/Q1104: Automotive Customer Relationship Manager

Brief Job Description

A Customer Relationship Manager is responsible for providing assistance to sales team for sales and customer satisfaction, organise activities to enhance overall experience of customer through building relationship and work in parallel with telecaller and other back office staff to supervise, record their effectiveness towards implementation of best practices.

Personal Attributes

The individual in this job must have good communication and interpersonal skills along with a pleasing personality. They must be patient with good listening ability.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. ASC/N9813: Manage work and resources

2. DGT/VSQ/N0103: Employability Skills (90 Hours)

3. ASC/N1104: Manage and enhance customer experience

4. ASC/N1122: Supervise and evaluate the performance

5. ASC/N1121: Promote sales of Electric Vehicles (EV)

Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Dealer Sales Support
Country	India
NSQF Level	5.5
Credits	19
Aligned to NCO/ISCO/ISIC Code	NCO-2015/3322.1101

Minimum Educational Qualification & Experience	Completed 3 year UG degree (Sales, Marketing, Customer Relationship) with 1.5 years of experience OR Completed 3 year diploma after 10th (Sales, Marketing, Customer Relationship) with 4.5 years of experience OR Completed 2nd year diploma after 12th (Sales, Marketing, Customer Relationship) with 4.5 years of experience OR Certificate-NSQF (Level 5) with 1.5 years of experience
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	Driving Licence
Minimum Job Entry Age	25 Years
Last Reviewed On	NA
Next Review Date	18/02/2028
NSQC Approval Date	18/02/2025
Version	4.0
Reference code on NQR	QG-5.5-AU-03589-2025-V2-ASDC
NQR Version	2.0

ASC/N9813: Manage work and resources

Description

This NOS unit is about implementing safety, planning work, adopting sustainable practices for optimising use of resources.

Scope

The scope covers the following :

- Maintain safe and secure working environment
- Ensure work as per quality standards
- Material/energy/electricity conservation practices
- Effective waste management/recycling practices
- Ensure a healthy and hygienic workplace

Elements and Performance Criteria

Maintain safe and secure working environment

To be competent, the user/individual on the job must be able to:

PC1. ensure that the team complies with organisation's health, safety, security policies and procedures

PC2. identify the risks and hazards associated with work activities, their causes and prevention as per organisation's policy

PC3. encourage team to report any identified breaches in health, safety, and security policies and procedures to the designated person

Ensure work as per quality standards

To be competent, the user/individual on the job must be able to:

PC4. ensure work area is kept clean and tidy

PC5. identify individual work requirements and provide necessary instructions to the team

PC6. ensure the team works as per the assigned and agreed requirements

PC7. identify work which fails the requirements, specified quality standards and ensure timely corrective action is taken

PC8. implement ways and guide the team to manage time, resources and cost effectively

PC9. train the team on skill level advancement to develop expertise in their work

PC10. ensure that the team understands accountability for timely completion of tasks

PC11. analyse and validate the problem accurately and communicate different possible solutions to the problem

Material/energy/electricity conservation practices

To be competent, the user/individual on the job must be able to:

PC12. identify ways to optimize usage of electricity/other source of energy and material including water in various tasks/activities/processes

PC13. ensure that the team uses resources in a responsible manner

PC14. ensure that the team periodically checks for spills/leakages around the work area and take corrective actions or escalate to appropriate authority if unable to rectify

PC15. supervise team to carry out routine cleaning of tools, machine and equipment

PC16. ensure that the team periodically checks if the equipment/machines are maintained and functioning normally before commencing work and take corrective action wherever required

Effective waste management/recycling practices

To be competent, the user/individual on the job must be able to:

PC17. identify recyclable, non-recyclable and hazardous waste generated

PC18. ensure the team segregates waste into different categories

PC19. ensure proper disposal of non-recyclable waste

PC20. ensure recyclable and reusable material is deposited at identified location

PC21. ensure the team follows processes specified for disposal of hazardous waste

Ensure a healthy and hygienic workplace

To be competent, the user/individual on the job must be able to:

PC22. ensure workplace, equipment, restrooms etc. are sanitized regularly

PC23. promote awareness about hygiene and sanitation regulations

PC24. check availability of running water, hand wash and alcohol-based sanitizers at workplace

PC25. support employees to cope with stress, anxiety etc.

PC26. wear and dispose PPEs regularly and appropriately

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. different types of health and safety hazards that can be found in the workplace, risks and threats based on the nature of work

KU2. company defined workplace hazards and rules/regulation for maintaining health, safety and security at workplace

KU3. breaches in health, safety and security as well as procedures to report the same

KU4. workshop layout with electrical, hydraulic and thermal equipment used

KU5. the organisation's emergency procedures for different emergency situations and the importance of following the same

KU6. ways of time and cost management

KU7. ways to manage efficient utilisation of energy, material and water in the process

KU8. ways to recognize common electrical problems and common practices of conserving electricity

KU9. usage of different colours of dustbins and categorization of waste into dry, wet, recyclable, non-recyclable and items of single-use plastics

KU10. organisations procedures for minimizing waste

KU11. waste management and methods of waste disposal

KU12. common sources of pollution and ways to minimize it

KU13. different ways for skill level advancement to develop expertise

KU14. key performance indicators for the new tasks

KU15. timelines and goals set by the manager

KU16. importance of quality and timely delivery of the product/service

KU17. organisation's policies to maintain personal health and hygiene at workplace

KU18. significance of greening

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. read instructions/guidelines/procedures

GS2. listen effectively and orally communicate information

GS3. ask for clarification and advice from the concerned person

GS4. maintain positive and effective relationships with colleagues and customers

GS5. evaluate the possible solution(s) to the problem

GS6. complete written work with attention to detail

GS7. modify work practices to improve them

GS8. work with supervisors/team members to carry out work related tasks

GS9. complete tasks efficiently and accurately within stipulated time

GS10. make timely decisions for efficient utilization of resources

GS11. be punctual and utilize time

GS12. evaluate strategies to maintain, enhance or reduce the intensity of heightened emotional response

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Maintain safe and secure working environment	**7**	**5**	**-**	**4**
PC1. ensure that the team complies with organisation's health, safety, security policies and procedures	2	2	-	1
PC2. identify the risks and hazards associated with work activities, their causes and prevention as per organisation's policy	3	2	-	2
PC3. encourage team to report any identified breaches in health, safety, and security policies and procedures to the designated person	2	1	-	1
Ensure work as per quality standards	**15**	**8**	**-**	**5**
PC4. ensure work area is kept clean and tidy	2	1	-	-
PC5. identify individual work requirements and provide necessary instructions to the team	2	1	-	1
PC6. ensure the team works as per the assigned and agreed requirements	1	1	-	-
PC7. identify work which fails the requirements, specified quality standards and ensure timely corrective action is taken	3	2	-	2
PC8. implement ways and guide the team to manage time, resources and cost effectively	2	-	-	-
PC9. train the team on skill level advancement to develop expertise in their work	2	1	-	1
PC10. ensure that the team understands accountability for timely completion of tasks	2	-	-	-
PC11. analyse and validate the problem accurately and communicate different possible solutions to the problem	1	2	-	1
Material/energy/electricity conservation practices	**10**	**6**	**-**	**4**

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. identify ways to optimize usage of electricity/other source of energy and material including water in various tasks/activities/processes	2	2	-	2
PC13. ensure that the team uses resources in a responsible manner	2	1	-	-
PC14. ensure that the team periodically checks for spills/leakages around the work area and take corrective actions or escalate to appropriate authority if unable to rectify	2	1	-	1
PC15. supervise team to carry out routine cleaning of tools, machine and equipment	2	1	-	-
PC16. ensure that the team periodically checks if the equipment/machines are maintained and functioning normally before commencing work and take corrective action wherever required	2	1	-	1
Effective waste management/recycling practices	**10**	**6**	**-**	**4**
PC17. identify recyclable, non-recyclable and hazardous waste generated	2	2	-	1
PC18. ensure the team segregates waste into different categories	2	1	-	1
PC19. ensure proper disposal of non-recyclable waste	2	1	-	-
PC20. ensure recyclable and reusable material is deposited at identified location	2	1	-	1
PC21. ensure the team follows processes specified for disposal of hazardous waste	2	1	-	1
Ensure a healthy and hygienic workplace	**8**	**5**	**-**	**3**
PC22. ensure workplace, equipment, restrooms etc. are sanitized regularly	2	1	-	-
PC23. promote awareness about hygiene and sanitation regulations	2	1	-	1
PC24. check availability of running water, hand wash and alcohol-based sanitizers at workplace	1	1	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC25. support employees to cope with stress, anxiety etc.	1	1	-	1
PC26. wear and dispose PPEs regularly and appropriately	2	1	-	1
NOS Total	**50**	**30**	**-**	**20**

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N9813
NOS Name	Manage work and resources
Sector	Automotive
Sub-Sector	Generic
Occupation	Generic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

DGT/VSQ/N0103: Employability Skills (90 Hours)

Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

Elements and Performance Criteria

Introduction to Employability Skills

To be competent, the user/individual on the job must be able to:

PC1. understand the significance of employability skills in meeting the current job market requirement and future of work

PC2. identify and explore learning and employability relevant portals

PC3. research about the different industries, job market trends, latest skills required and the available opportunities

Constitutional values – Citizenship

To be competent, the user/individual on the job must be able to:

PC4. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.

PC5. follow environmentally sustainable practices

Becoming a Professional in the 21st Century

To be competent, the user/individual on the job must be able to:

PC6. recognize the significance of 21st Century Skills for employment

PC7. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life

PC8. adopt a continuous learning mindset for personal and professional development

Basic English Skills

To be competent, the user/individual on the job must be able to:

PC9. use basic English for everyday conversation in different contexts, in person and over the telephone

PC10. read and understand routine information, notes, instructions, mails, letters etc. written in English

PC11. write short messages, notes, letters, e-mails etc. in English

Career Development & Goal Setting

To be competent, the user/individual on the job must be able to:

PC12. identify career goals based on the skills, interests, knowledge, and personal attributes

PC13. prepare a career development plan with short- and long-term goals

Communication Skills

To be competent, the user/individual on the job must be able to:

PC14. follow verbal and non-verbal communication etiquette while communicating in professional and public settings

PC15. use active listening techniques for effective communication

PC16. communicate in writing using appropriate style and format based on formal or informal requirements

PC17. work collaboratively with others in a team

Diversity & Inclusion

To be competent, the user/individual on the job must be able to:

PC18. communicate and behave appropriately with all genders and PwD

PC19. escalate any issues related to sexual harassment at workplace according to POSH Act

Financial and Legal Literacy

To be competent, the user/individual on the job must be able to:

PC20. identify and select reliable institutions for various financial products and services such as bank account, debit and credit cards, loans, insurance etc.

PC21. carry out offline and online financial transactions, safely and securely, using various methods and check the entries in the passbook

PC22. identify common components of salary and compute income, expenses, taxes, investments etc

PC23. identify relevant rights and laws and use legal aids to fight against legal exploitation

Essential Digital Skills

To be competent, the user/individual on the job must be able to:

PC24. operate digital devices and use their features and applications securely and safely

PC25. carry out basic internet operations by connecting to the internet safely and securely, using the mobile data or other available networks through Bluetooth, Wi-Fi, etc.

PC26. display responsible online behaviour while using various social media platforms

PC27. create a personal email account, send and process received messages as per requirement

PC28. carry out basic procedures in documents, spreadsheets and presentations using respective and appropriate applications

PC29. utilize virtual collaboration tools to work effectively

Entrepreneurship

To be competent, the user/individual on the job must be able to:

PC30. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research

PC31. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion

PC32. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity

Customer Service

To be competent, the user/individual on the job must be able to:

PC33. identify different types of customers and ways to communicate with them

PC34. identify and respond to customer requests and needs in a professional manner

PC35. use appropriate tools to collect customer feedback

PC36. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

To be competent, the user/individual on the job must be able to:

PC37. create a professional Curriculum vitae (Résumé)

PC38. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively

PC39. apply to identified job openings using offline /online methods as per requirement

PC40. answer questions politely, with clarity and confidence, during recruitment and selection

PC41. identify apprenticeship opportunities and register for it as per guidelines and requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills and different learning and employability related portals

KU2. various constitutional and personal values

KU3. different environmentally sustainable practices and their importance

KU4. Twenty first (21st) century skills and their importance

KU5. how to use English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up

KU6. importance of career development and setting long- and short-term goals

KU7. about effective communication

KU8. POSH Act

KU9. Gender sensitivity and inclusivity

KU10. different types of financial institutes, products, and services

KU11. components of salary and how to compute income and expenditure

KU12. importance of maintaining safety and security in offline and online financial transactions

KU13. different legal rights and laws

KU14. different types of digital devices and the procedure to operate them safely and securely

KU15. how to create and operate an e- mail account

KU16. use applications such as word processors, spreadsheets etc.

KU17. how to identify business opportunities

KU18. types and needs of customers

KU19. how to apply for a job and prepare for an interview

KU20. apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. read and write different types of documents/instructions/correspondence in English and other languages

GS2. communicate effectively using appropriate language in formal and informal settings

GS3. behave politely and appropriately with all to maintain effective work relationship

GS4. how to work in a virtual mode, using various technological platforms

GS5. perform calculations efficiently

GS6. solve problems effectively

GS7. pay attention to details

GS8. manage time efficiently

GS9. maintain hygiene and sanitization to avoid infection

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Employability Skills	**1**	**1**	**-**	**-**
PC1. understand the significance of employability skills in meeting the current job market requirement and future of work	-	-	-	-
PC2. identify and explore learning and employability relevant portals	-	-	-	-
PC3. research about the different industries, job market trends, latest skills required and the available opportunities	-	-	-	-
Constitutional values – Citizenship	**1**	**1**	**-**	**-**
PC4. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
PC5. follow environmentally sustainable practices	-	-	-	-
Becoming a Professional in the 21st Century	**1**	**3**	**-**	**-**
PC6. recognize the significance of 21st Century Skills for employment	-	-	-	-
PC7. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
PC8. adopt a continuous learning mindset for personal and professional development	-	-	-	-
Basic English Skills	**3**	**4**	**-**	**-**
PC9. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
PC11. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
Career Development & Goal Setting	**1**	**2**	**-**	**-**
PC12. identify career goals based on the skills, interests, knowledge, and personal attributes	-	-	-	-
PC13. prepare a career development plan with short- and long-term goals	-	-	-	-
Communication Skills	**2**	**2**	**-**	**-**
PC14. follow verbal and non-verbal communication etiquette while communicating in professional and public settings	-	-	-	-
PC15. use active listening techniques for effective communication	-	-	-	-
PC16. communicate in writing using appropriate style and format based on formal or informal requirements	-	-	-	-
PC17. work collaboratively with others in a team	-	-	-	-
Diversity & Inclusion	**1**	**1**	**-**	**-**
PC18. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC19. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
Financial and Legal Literacy	**2**	**3**	**-**	**-**
PC20. identify and select reliable institutions for various financial products and services such as bank account, debit and credit cards, loans, insurance etc.	-	-	-	-
PC21. carry out offline and online financial transactions, safely and securely, using various methods and check the entries in the passbook	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC22. identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
PC23. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
Essential Digital Skills	**3**	**5**	**-**	**-**
PC24. operate digital devices and use their features and applications securely and safely	-	-	-	-
PC25. carry out basic internet operations by connecting to the internet safely and securely, using the mobile data or other available networks through Bluetooth, Wi-Fi, etc.	-	-	-	-
PC26. display responsible online behaviour while using various social media platforms	-	-	-	-
PC27. create a personal email account, send and process received messages as per requirement	-	-	-	-
PC28. carry out basic procedures in documents, spreadsheets and presentations using respective and appropriate applications	-	-	-	-
PC29. utilize virtual collaboration tools to work effectively	-	-	-	-
Entrepreneurship	**2**	**3**	**-**	**-**
PC30. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
PC31. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
PC32. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
Customer Service	**1**	**2**	**-**	**-**
PC33. identify different types of customers and ways to communicate with them	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC34. identify and respond to customer requests and needs in a professional manner	-	-	-	-
PC35. use appropriate tools to collect customer feedback	-	-	-	-
PC36. follow appropriate hygiene and grooming standards	-	-	-	-
Getting ready for apprenticeship & Jobs	**2**	**3**	**-**	**-**
PC37. create a professional Curriculum vitae (Résumé)	-	-	-	-
PC38. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
PC39. apply to identified job openings using offline /online methods as per requirement	-	-	-	-
PC40. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
PC41. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
NOS Total	**20**	**30**	**-**	**-**

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National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0103
NOS Name	Employability Skills (90 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	5
Credits	3
Version	1.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

ASC/N1104: Manage and enhance customer experience

Description

This NOS unit is about managing and enhancing customer experience by providing quality service and ensuring complete satisfaction.

Scope

The scope covers the following :

- Resolve customer queries, issues & complaints timely
- Manage and build customer relationship
- Support sales function of the dealership showroom
- Achieve maximum customer satisfaction at the dealership showroom

Elements and Performance Criteria

Resolve customer queries, issues & complaints timely

To be competent, the user/individual on the job must be able to:

PC1. analyse and comprehend customer requirements, queries and complaints

PC2. document customer queries and requisites in the prescribed format of the organisation

PC3. provide assistance to fulfill customer requirements as per their request

PC4. ensure complete solution for any customer query/redressal with least turnaround time mainly issues related to vehicle purchase, stock availability, refunds and claims

Manage and build customer relationship

To be competent, the user/individual on the job must be able to:

PC5. build strong relationship with customers and provide excellent services to maximise customer satisfaction within the organisational framework

PC6. document customer feedbacks and reviews to implement improvements within the framework of the organisation

PC7. maintain a healthy & professional relationship with the customers, especially doctors, teachers/professors, bankers, fleet operators etc.

Support sales function at dealership

To be competent, the user/individual on the job must be able to:

PC8. maintain customer satisfaction during vehicle sales at dealership

PC9. effectively communicate with clients/customers to gain confidence for purchasing OEM products by mentioning key features of the vehicle

PC10. motivate potential customers for considering the dealership for purchasing vehicle and comprehend their needs/requirements

PC11. provide information related to vehicle accessories/value added or other services available at the dealership

PC12. manage a diverse range of customer retention campaigns including idea generation/exploration, preparing and presenting sales delivery proposals, and mastering successful task execution

PC13. monitor, influence, and maintain a positive brand image on social media by actively engaging with conversations, addressing feedback, and sharing content that reflects well on the brand

PC14. analyse campaign details, using a variety of proprietary software applications, draw insights and present it to the sales team to facilitate sound decision making

PC15. monitor sales/service process flow for smooth and flawless execution of orders at the dealership

PC16. provide enriching customer experience on vehicle purchase, documentation and entertainment avenues etc.

PC17. monitor leads through telecallers for pre-sales queries and ensure that every customer is offered/given test drive timely

PC18. attend and participate in daily briefing, meetings regarding the overall sales process, objection handling

PC19. use digital CRM tools to maintain and obtain details of customers

Achieve complete customer satisfaction at the dealership

To be competent, the user/individual on the job must be able to:

PC20. ensure all facilities are provided to customers for purchasing a vehicle at the dealership

PC21. understand key customer requirements for the vehicle (during sales pitch) or any issue related to service or pendency (during service calls follow-ups to generate repeat/referral sales) and address the requirements/issues for early redressal

PC22. check records for service follow-up records and appointments/schedules for after-sales support

PC23. manage and coordinate with service department for quick technical support/complaint redressal

PC24. review feedbacks/complaints from customers walking in the showroom

PC25. ensure proper resolution of customer queries including those related to vehicle type, model, specifications etc.

PC26. assist in management of key customer relationship

PC27. work with telecaller for sales service support, marketing services and operation to develop and maintain good customer relationship and gain trust

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Standard Operating Procedures (SOP) for customer query handling along with their resolution mechanism through the sales team in the organisation

KU2. Customer Relationship Management (CRM) related framework provided by the organisation

KU3. SOPs of the dealership related with customer experience and satisfaction

KU4. SOPs of the organization/ dealership to maintain the overall sales as per the OEM guidelines

KU5. process flow of complete sales and service cycles at the dealership

KU6. documentation requirements for each procedure carried out as part of job roles and responsibilities as per the organizational guidelines

KU7. organisational and professional code of ethics and standards of practice

KU8. safety and health policies and regulations for the workplace including automotive showroom in general

KU9. technical specifications, features, advantages and benefits (FAB) of various OEM vehicular products as well as those manufactured by the competitors

KU10. technical details and problems related with service vehicles including the performance of different variants

KU11. the various training modules provided by the OEM for the training of backend sales and services functions

KU12. complete process flow for a business cycle of sale of a vehicle along with the various services related processes

KU13. software or format used for billing, financing of the vehicles, services records and warehousing like tally, sap and primaware

KU14. software or format used for sales and marketing presentations, reporting and surveys like MS Power point, MIS and CRM

KU15. software or format used for customer relationship management in the organisation

KU16. statutory compliance of the government and legal aspects

KU17. local market procedures and customer preferences of that area including the sales peculiarities based on geographical nuances etc.

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. write in English/regional language

GS2. read and interpret workplace related documentation

GS3. communicate using terms, names, grades and other nomenclature pertaining to the automotive trade

GS4. analyse and apply the information gathered from observation, experience, reasoning or communication to act efficiently

GS5. identify potential workplace problem and take suitable action

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Resolve customer queries, issues & complaints timely	**8**	**6**	**-**	**6**
PC1. analyse and comprehend customer requirements, queries and complaints	2	2	-	-
PC2. document customer queries and requisites in the prescribed format of the organisation	2	2	-	2
PC3. provide assistance to fulfill customer requirements as per their request	2	2	-	2
PC4. ensure complete solution for any customer query/redressal with least turnaround time mainly issues related to vehicle purchase, stock availability, refunds and claims	2	-	-	2
Manage and build customer relationship	**6**	**2**	**-**	**2**
PC5. build strong relationship with customers and provide excellent services to maximise customer satisfaction within the organisational framework	2	2	-	1
PC6. document customer feedbacks and reviews to implement improvements within the framework of the organisation	2	-	-	1
PC7. maintain a healthy & professional relationship with the customers, especially doctors, teachers/professors, bankers, fleet operators etc.	2	-	-	-
Support sales function at dealership	**12**	**14**	**-**	**7**
PC8. maintain customer satisfaction during vehicle sales at dealership	1	1	-	1
PC9. effectively communicate with clients/customers to gain confidence for purchasing OEM products by mentioning key features of the vehicle	1	2	-	-
PC10. motivate potential customers for considering the dealership for purchasing vehicle and comprehend their needs/requirements	-	2	-	1

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. provide information related to vehicle accessories/value added or other services available at the dealership	2	2	-	-
PC12. manage a diverse range of customer retention campaigns including idea generation/exploration, preparing and presenting sales delivery proposals, and mastering successful task execution	2	-	-	-
PC13. monitor, influence, and maintain a positive brand image on social media by actively engaging with conversations, addressing feedback, and sharing content that reflects well on the brand	1	1	-	-
PC14. analyse campaign details, using a variety of proprietary software applications, draw insights and present it to the sales team to facilitate sound decision making	1	2	-	-
PC15. monitor sales/service process flow for smooth and flawless execution of orders at the dealership	1	-	-	1
PC16. provide enriching customer experience on vehicle purchase, documentation and entertainment avenues etc.	1	2	-	1
PC17. monitor leads through telecallers for pre-sales queries and ensure that every customer is offered/given test drive timely	-	1	-	1
PC18. attend and participate in daily briefing, meetings regarding the overall sales process, objection handling	1	-	-	2
PC19. use digital CRM tools to maintain and obtain details of customers	1	1	-	-
Achieve complete customer satisfaction at the dealership	**14**	**18**	**-**	**5**
PC20. ensure all facilities are provided to customers for purchasing a vehicle at the dealership	2	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC21. understand key customer requirements for the vehicle (during sales pitch) or any issue related to service or pendency (during service calls follow-ups to generate repeat/referral sales) and address the requirements/issues for early redressal	2	2	-	1
PC22. check records for service follow-up records and appointments/schedules for after-sales support	2	2	-	1
PC23. manage and coordinate with service department for quick technical support/complaint redressal	2	2	-	-
PC24. review feedbacks/complaints from customers walking in the showroom	2	2	-	1
PC25. ensure proper resolution of customer queries including those related to vehicle type, model, specifications etc.	-	3	-	1
PC26. assist in management of key customer relationship	2	3	-	-
PC27. work with telecaller for sales service support, marketing services and operation to develop and maintain good customer relationship and gain trust	2	4	-	1
NOS Total	**40**	**40**	**-**	**20**

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1104
NOS Name	Manage and enhance customer experience
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Dealer Sales Support
NSQF Level	7
Credits	16
Version	3.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

ASC/N1122: Supervise and evaluate the performance

Description

This NOS is about supervising and evaluating the performance of one's subordinates to ensure higher levels of motivation and work completion within the organisational framework.

Scope

The scope covers the following :

- Supervise & evaluate performance of all reporting executives
- Complete documentation

Elements and Performance Criteria

Supervise & evaluate performance of all reporting executives

To be competent, the user/individual on the job must be able to:

PC1. set goals and targets as per organisational directives for sales team

PC2. take quantified measures and create metrics to analyse the performance delivered by team

PC3. set tangible and achievable incentives for team members as per the goals and targets assigned

PC4. ensure and implement strict adherence of all activities performed by team members to organisational guidelines

PC5. monitor and supervise all activities performed by team members to achieve set goals

PC6. evaluate performance of team members on the designed measures and metrics as per the guidelines of the organization

PC7. assist and support reporting team members whenever necessary or applicable

PC8. perform all appraisal related process flow for team members, as per their performance parameters

PC9. ensure proper process flow and implement improvements as per the feedbacks and queries received from team members

Complete documentation

To be competent, the user/individual on the job must be able to:

PC10. document all Key Performance Indicators (KPIs) and metrics of team in the prescribed format of organisation

PC11. handover all the documents and appropriate support measures to human resources department for official records

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Standard Operating Procedures (SOP) of the organisation for appraisals, incentives, promotions and performance evaluation

KU2. operating procedures for query and problem reporting and their redressal in the organisation

KU3. framework and guidelines prescribed by the organisation for query, evaluation, appraisals and problem redressal

KU4. documentation requirements for each procedure carried out as part of job roles and responsibilities

KU5. institutional and professional code of ethics and standards of practice

KU6. documentation requirements for appraisals and other performance evaluations of various subordinate positions

KU7. process flow for performance evaluation, documentation and appraisals related with them

KU8. subordinate and reporting executives problems and queries and documenting it in the organisation's prescribed format

KU9. software or format such as MS Office and Management Information System (MIS) as prescribed by the organization

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. read and interpret workplace related documentation

GS2. communicate using terms, names, grades and other nomenclature pertaining to the automotive trade

GS3. analyse and apply the information gathered from observation, experience, reasoning or communication to act efficiently

GS4. identify potential workplace problem and take suitable action

GS5. write in English/regional language

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Supervise & evaluate performance of all reporting executives	**34**	**33**	**-**	**16**
PC1. set goals and targets as per organisational directives for sales team	5	3	-	2
PC2. take quantified measures and create metrics to analyse the performance delivered by team	5	4	-	2
PC3. set tangible and achievable incentives for team members as per the goals and targets assigned	5	3	-	2
PC4. ensure and implement strict adherence of all activities performed by team members to organisational guidelines	3	4	-	2
PC5. monitor and supervise all activities performed by team members to achieve set goals	4	4	-	2
PC6. evaluate performance of team members on the designed measures and metrics as per the guidelines of the organization	3	4	-	2
PC7. assist and support reporting team members whenever necessary or applicable	3	4	-	2
PC8. perform all appraisal related process flow for team members, as per their performance parameters	4	4	-	2
PC9. ensure proper process flow and implement improvements as per the feedbacks and queries received from team members	2	3	-	-
Complete documentation	**6**	**7**	**-**	**4**
PC10. document all Key Performance Indicators (KPIs) and metrics of team in the prescribed format of organisation	4	4	-	2
PC11. handover all the documents and appropriate support measures to human resources department for official records	2	3	-	2

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
NOS Total	**40**	**40**	**-**	**20**

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1122
NOS Name	Supervise and evaluate the performance
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Dealer Sales Support
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

ASC/N1121: Promote sales of Electric Vehicles (EV)

Description

This NOS unit is about learning, understanding and developing skills for promoting the technology and use of EV for sales closure (both for commercial and passenger vehicles).

Scope

The scope covers the following :

- Coordinate with sales team lead/manager/customer to manage leads on EV
- Coordinate with customers and installation team for EV charging stations

Elements and Performance Criteria

Coordinate with sales team lead/manager/customer to manage leads on EV

To be competent, the user/individual on the job must be able to:

PC1. identify and consolidate EV leads to create credible long and short term plans for vehicle sales

PC2. coordinate with prospective customer (institutional and fleet operators) in the assigned area to focus on EV sales and customer demands to fulfill their requirements as per agreed terms and conditions

PC3. manage with the sales team to promote EV product in the market before the launch of an EV product and ensure further sales force deployment to support the growth and expansion of the EV

PC4. liaise with customer and address any special request on priority, provide correct information about EV, EV lease, EV charging stations etc. to handle customer objections/queries

PC5. ensure promotion of EV and its software as services to potential customers via social media, telephone, emails, calling, etc. as well as engage in last mile delivery on behalf of Ecommerce companies

PC6. explain customer about various features in an EV and the difference between using an Internal Combustion Engine (ICE) engine over an EV

PC7. inform existing and potential customers about the latest trends and government schemes and how they are beneficial to EV owners

PC8. ensure customer queries are handled appropriately (factors like electric shock, risks, safety parameters etc.) with a logical and realistic approach

Coordinate with customers and installation team for EV charging stations

To be competent, the user/individual on the job must be able to:

PC9. coordinate with installation team to ensure SOPs are followed by EV installer partner on every site/location

PC10. conduct survey with customers to inform them about EV technology, VAS, battery replacements, features, advantages and benefits of EV to identify locations for installing EV charging stations

PC11. guide EV vehicle owner's to operate/use the EV charger station locator apps

PC12. plan and implement a working strategy for EV installer partners to ensure quality in service and deliverables

PC13. provide solutions to customers for home charging to ease EV charging, utilize smart charging options and connect for any trouble shooting

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. how to operate IOS, Android application and their usage for EVs

KU2. different type of battery used in EVs, their usage and life span

KU3. use of electric charger and stations, equipment details and safety precautions

KU4. various chargers and their availability and types as well as charge time with different voltage supply (kW)

KU5. range in kilometre of every product

KU6. how to conduct market survey to identify location of electric charging stations across city and other states

KU7. different categories in which EV fall, like battery, plug-in hybrids or fuel cell vehicles

KU8. benefits for the environment such as low carbon footprint, zero emission etc. on using EV

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. read instructions/guidelines/standard operating procedures

GS2. ask for clarifications from superior about the job requirement

GS3. make timely decisions for efficient utilization of resources

GS4. write in at least one language and complete written work with attention to detail

GS5. be punctual, utilize time and manage workload efficiently

GS6. evaluate strategies to maintain, enhance or reduce the intensity of heightened emotional response

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Coordinate with sales team lead/manager/customer to manage leads on EV	**17**	**26**	**-**	**10**
PC1. identify and consolidate EV leads to create credible long and short term plans for vehicle sales	2	2	-	-
PC2. coordinate with prospective customer (institutional and fleet operators) in the assigned area to focus on EV sales and customer demands to fulfill their requirements as per agreed terms and conditions	-	-	-	2
PC3. manage with the sales team to promote EV product in the market before the launch of an EV product and ensure further sales force deployment to support the growth and expansion of the EV	2	-	-	2
PC4. liaise with customer and address any special request on priority, provide correct information about EV, EV lease, EV charging stations etc. to handle customer objections/queries	2	6	-	1
PC5. ensure promotion of EV and its software as services to potential customers via social media, telephone, emails, calling, etc. as well as engage in last mile delivery on behalf of Ecommerce companies	2	4	-	-
PC6. explain customer about various features in an EV and the difference between using an Internal Combustion Engine (ICE) engine over an EV	3	4	-	2
PC7. inform existing and potential customers about the latest trends and government schemes and how they are beneficial to EV owners	3	6	-	1
PC8. ensure customer queries are handled appropriately (factors like electric shock, risks, safety parameters etc.) with a logical and realistic approach	3	4	-	2
Coordinate with customers and installation team for EV charging stations	**13**	**24**	**-**	**10**

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC9. coordinate with installation team to ensure SOPs are followed by EV installer partner on every site/location	3	4	-	2
PC10. conduct survey with customers to inform them about EV technology, VAS, battery replacements, features, advantages and benefits of EV to identify locations for installing EV charging stations	3	6	-	2
PC11. guide EV vehicle owner's to operate/use the EV charger station locator apps	2	4	-	2
PC12. plan and implement a working strategy for EV installer partners to ensure quality in service and deliverables	2	4	-	2
PC13. provide solutions to customers for home charging to ease EV charging, utilize smart charging options and connect for any trouble shooting	3	6	-	2
NOS Total	**30**	**50**	**-**	**20**

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1121
NOS Name	Promote sales of Electric Vehicles (EV)
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Dealer Sales Support
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.

2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.

3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre (as per assessment criteria below).

4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training centre based on these criteria.

5. In case of successfully passing only certain number of NOSs, the trainee is eligible to take

subsequent assessment on the balance NOS's to pass the Qualification Pack.

6. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack

Minimum Aggregate Passing % at QP Level : 70

(**Please note**: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ASC/N9813.Manage work and resources	50	30	-	20	100	10
DGT/VSQ/N0103.Employability Skills (90 Hours)	20	30	-	-	50	5
ASC/N1104.Manage and enhance customer experience	40	40	-	20	100	45
ASC/N1122.Supervise and evaluate the performance	40	40	-	20	100	30
ASC/N1121.Promote sales of Electric Vehicles (EV)	30	50	-	20	100	10
Total	**180**	**190**	**-**	**80**	**450**	**100**

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
KPI	Key Performance Indicators
SOP	Standard Operating Procedure
KPI	Key Performance Indicators
SOP	Standard Operating Procedure
KPI	Key Performance Indicators
SOP	Standard Operating Procedure
EV	Electric Vehicle
FAB	Features Advantages and Benefits
SOP	Standard Operating Procedure

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.