



Model Curriculum

QP Name: Customer Service Executive - Electronic Products

QP Code: ELE/Q4603

QP Version: 4.0

NSQF Level: 4

Model Curriculum Version: 4.0

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Training Parameters

Sector	Electronics
Sub-Sector	Consumer Electronics & IT Hardware
Occupation	After Sales Support
Country	India
NSQF Level	4
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5242.0201
Minimum Educational Qualification and Experience	1. 12th grade or equivalent 2. 10th or equivalent with 3-year relevant experience 3. Certificate-NSQF (Level-3 in relevant domain) with 3 Years of relevant Experience # Relevant Experience from Customer Service
Pre-Requisite License or Training	Basic computer and internet knowledge
Minimum Job Entry Age	NA
Last Reviewed On	07/10/2025
Next Review Date	07/10/2028
NSQC Approval Date	07/10/2025
QP Version	4.0
Model Curriculum Creation Date	07/10/2025
Model Curriculum Valid Up to Date	07/10/2028
Model Curriculum Version	4.0
Minimum Duration of the Course	510 Hours
Maximum Duration of the Course	510 Hours

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Demonstrate ways to call the customer for after sales support.
- Demonstrate ways to deal with customer and offer solutions to them.
- Demonstrate ways to handle customer complaints and forward to concerned department for resolution.
- Maintain and update records in the organizational system.
- Carry out post-work operations such as testing, cleaning, inspection etc.
- Interact and coordinate with the supervisor and colleagues etc.
- Follow safe and healthy work practices.

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
ELE/N4606 - Interact with customers on telephone to resolve non-technical and technical issues	90:00	90:00	60:00	00:00	240:00
Module 1: Interact with customers on telephone to resolve non-technical and technical issues	90:00	90:00	60:00	00:00	240:00
ELE/N4607 - Profile the customer and register complaint	60:00	120:00	60:00	00:00	240:00
Module 2: Profile the customer and register complaint	60:00	120:00	60:00	00:00	240:00
DGT/VSQ/N0101- Employability Skills (30 Hours)	30:00	00:00	00:00	00:00	30:00
Module 3: Employability Skills (60 Hours)	30:00	00:00	00:00	00:00	30:00
Total Duration	180:00	210:00	120:00	00:00	510:00

Module Details

Module 1: Interact with customers on telephone to resolve non-technical and technical issues

Mapped to ELE/N4606

Terminal Outcomes:

- Interact professionally with customers to resolve queries and complaints over the phone.
- Collect, verify, and log accurate customer and issue details.
- Resolve or escalate issues as per company process and service timelines.
- Coordinate with support teams to ensure effective follow-up and customer satisfaction.

Duration: 90:00	Duration: 90:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
• Explain the responsibilities of a customer care executive in handling queries, complaints, and service requests professionally. • Describe how to coordinate with supervisors and teams to meet daily targets and escalate unresolved or high-priority issues. • Interpret support logs and dashboards to understand call volumes and types. • Recognize the importance of continuous learning through product updates and service tool training. • Describe how to collaborate with service centers or field technicians for complex case resolutions. • Outline the correct procedures for greeting customers and initiating calls as per company protocol. • Learn how to verify if a customer issue falls under service scope and is actionable. • Identify the essential customer details to collect, such as name, contact, product serial number, and service references. • Analyze the customer's problem using effective listening and questioning techniques. • Recognize the documentation and verification steps required when discrepancies in customer data arise. • Describe how to categorize service requests and forward them to the right departments. • Explain the difference between hardware and software issues and how to probe for	• Demonstrate professional customer interaction skills, including call greetings, active listening, and issue clarification. • Use service dashboards or call logs to plan and manage daily call flow effectively. • Attend and apply knowledge from training sessions on product features and service protocols. • Coordinate with team leads to escalate calls that need technical, field, or management intervention. • Conduct identity verification and collect all required customer and product information during calls. • Use effective questioning techniques to distinguish between different types of customer issues. • Record detailed case data into the CRM or customer service platform accurately. • Confirm and summarize key issue points with the customer to ensure shared understanding. • Provide clear and structured information about available support options, timelines, and next steps. • Identify and resolve common queries such as billing, warranty, or service plan questions during the same call. • Update customer information within system permissions and ensure data accuracy. • Communicate efficiently with technical or field support teams for unresolved or onsite issues. • Route the case to appropriate departments

clarity. • Understand how to use open- and close-ended questions to capture detailed problem descriptions. • Learn how to confirm the gathered information with the customer for mutual understanding. • Recognize the need to inform customers about digital service channels and additional support options. • Understand the use of CRM or case management systems for recording call data accurately. • Learn how to analyze customer issues to identify environmental or usage-related causes. • Understand company policies on data updates, SLA adherence, and call closure processes. • Describe how to coordinate internally and route calls to the correct support or field teams. • Recognize the value of empathy, professionalism, and clear communication in building customer trust and satisfaction.	with complete documentation and customer details. • Manage call flow to ensure timely closure or escalation in line with service-level agreements. • Deliver clear, empathetic, and professional communication that enhances customer experience and encourages feedback. • Follow internal protocols to notify departments and hand over cases requiring remote or field intervention. • Use system tools to share query reference numbers and guide customers in tracking their service status. • Demonstrate the ability to close standard service calls independently or hand over specialized cases responsibly.
Classroom Aids:	
Whiteboard, marker pen, computer or laptop attached to LCD projector, scanner, computer speakers	
Tools, Equipment and Other Requirements	
Product Manuals, Customer Registration form, customer feedback form, customer complaint form Laptop with ERP software	

Module 2: Profile the customer and register complaint

Mapped to ELE/N4607

Terminal Outcomes:

- Handle customer queries professionally and log them accurately.
- Identify issue type and route to the correct support team.
- Record and transfer complete case details for resolution.
- Follow safety and data handling standards during complaint registration.

Duration: 60:00	Duration: 120:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
• Explain how to receive and process customer information in alignment with call quality standards, including voice clarity, neutral tone, and accurate categorization. • Describe how to retrieve and verify customer data using internal systems such as ERP platforms. • Learn how to differentiate between customer types (retail or corporate) and check warranty or service plan validity. • Explain how to profile customers and their queries systematically for correct routing within the organization. • Understand the organization's data entry protocols and standards for recording customer and query information. • Learn how to distinguish between hardware and software-related issues through structured conversation. • Understand the purpose and use of CRM or ticketing tools (e.g., Zoho, HubSpot, SAP C4C) for accurate query logging. • Explain how to assess whether a customer query falls within the company's service scope. • Describe the process for identifying the root cause of an issue and assigning it to the appropriate department. • Understand the importance of providing detailed preliminary information to support teams to ensure efficient resolution. • Learn how to identify hardware-related problems using diagnostic questioning techniques. • Understand how to assess and document	• Demonstrate how to receive customer calls and collect accurate details while maintaining professionalism and voice consistency. • Retrieve customer records using internal systems and verify essential identity and product details. • Profile and categorize customers based on service entitlements and type of concern. • Record all information accurately into the case management system as per organizational guidelines. • Interact effectively to understand the core issue and distinguish between technical and non-technical problems. • Log support requests in CRM or ticketing tools with complete and correct information. • Verify the service eligibility of a query and ensure that it is directed to the correct support channel. • Use targeted questioning to identify hardware-related faults, timelines, and issue patterns. • Document fault symptoms thoroughly, including specific equipment problems and usage context. • Assess external factors (e.g., voltage issues, physical damage) that may affect device performance. • Provide immediate assistance for general support queries and aim to resolve them during the same call. • Evaluate when to escalate the issue and forward it to the relevant team (remote or field service). • Inform the customer about resolution

symptoms related to specific hardware faults and categorize them correctly. • Explain the importance of evaluating environmental or user-related causes that may contribute to device malfunction. • Understand when and how to provide immediate solutions for general, non-technical customer questions. • Recognize the importance of achieving high customer satisfaction through effective communication and support. • Learn how to escalate queries appropriately and ensure closure within the timelines defined in the service agreement. • Understand key performance metrics such as the number of call closures and query resolution timelines. • Describe the escalation process and how to inform the customer about next steps and department handling. • Learn how to handle and resolve common queries such as software issues or expired warranties. • Explain how to coordinate effectively with internal departments for seamless support delivery. • Understand workplace health and safety procedures during electronic product-related interactions. • Recognize the importance of maintaining a safe and organized workspace while registering complaints and resolving queries.	timelines and department handling their concern. • Track and report the number of queries closed successfully within service level timelines. • Redirect unresolved or complex cases to relevant departments with complete documentation. • Coordinate with internal teams to ensure seamless resolution by sharing full case context. • Handle customer feedback and confirm satisfaction at the end of each interaction. • Apply safety protocols while discussing or logging support for electronic devices. • Maintain a clean and safe work area that supports focused and efficient complaint handling.
Classroom Aids:	
Whiteboard, marker pen, computer or laptop attached to LCD projector, scanner, computer speakers	
Tools, Equipment and Other Requirements	
Product Manuals, Customer Registration form, customer feedback form, customer complaint form Laptop with ERP software	

Module 4: Employability Skills (30 Hours)

Mapped to DGT/VSQ/N0101

Terminal Outcomes:

- Discuss about Employability Skills in meeting the job requirements
- Describe opportunities as an entrepreneur.
- Describe ways of preparing for apprenticeship & Jobs appropriately.

Duration: 30:00	Duration: 00:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
• Explain constitutional values, civic rights, responsibility towards society to become a responsible citizen • Discuss 21st century skills • Explain use of basic English phrases and sentences. • Demonstrate how to communicate in a well-behaved manner • Demonstrate how to work with others • Demonstrate how to operate digital devices • Discuss the significance of Internet and Computer/ Laptops • Discuss the need for identifying business opportunities • Discuss about types of customers. • Discuss on creation of biodata • Discuss about apprenticeship and opportunities related to it.	
Classroom Aids	
Training Kit (Trainer Guide, Presentations). Whiteboard, Marker, Projector, Laptop	
Tools, Equipment and Other Requirements	
Computer, UPS, Scanner, Computer Tables, LCD Projector, Computer Chairs, White Board	
OR	
Computer Lab	

Module 4: On-the-Job Training

Mapped to Customer Care Executive

Mandatory Duration: 120:00

Recommended Duration: 00:00

Location: On Site

Terminal Outcomes

1. Explain the fundamental concepts of electronics and electronics components
2. Analyse customer requirements and needs
3. Deal with customer inquiries
4. Deal with customer complaints and pass it to concerned department for resolution.
5. Maintain and update records in the ERP system
6. Interact and coordinate with supervisor and colleagues
7. Work as per the given timeline and quality standards
8. Maintain a safe, healthy and secure work environment

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Diploma/ ITI/ Certified in relevant CITS Trade	Electronics	2	Customer care	1	Trainer	

Trainer Certification	
Domain Certification	Platform Certification
"Customer Service Executive - Electronic Products, ELE/Q4603, version4.0". Minimum accepted score is 80%.	Recommended that the Trainer is certified for the Customer Service Executive - Electronic Products "Trainer (VET and Skills)", mapped to the Qualification Pack: "MEP/Q2601, V2.0", with minimum score of 80%

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Diploma/ ITI/ Certified in relevant CITS Trade	Electronics	3	Customer care	2	Assessor	

Assessor Certification	
Domain Certification	Platform Certification
"Customer Service Executive - Electronic Products, ELE/Q4603, version4.0". Minimum accepted score is 80%.	Recommended that the Assessor is certified for the Customer Service Executive - Electronic Products "Assessor (VET and Skills)", mapped to the Qualification Pack: "MEP/Q2701, V2.0", with minimum score of 80%

Assessment Strategy

1. Assessment System Overview:
 - Batches assigned to the assessment agencies for conducting the assessment on SDMS/SIP or email
 - Assessment agencies send the assessment confirmation to VTP/TC looping SSC
 - Assessment agency deploys the ToA certified Assessor for executing the assessment
 - SSC monitors the assessment process & records
2. Testing Environment:
 - Confirm that the centre is available at the same address as mentioned on SDMS or SIP
 - Check the duration of the training.
 - Check the Assessment Start and End time to be as 10 a.m. and 5 p.m.
 - If the batch size is more than 30, then there should be 2 Assessors.
 - Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
 - Check the mode of assessment—Online (TAB/Computer) or Offline (OMR/PP).
 - Confirm the number of TABs on the ground are correct to execute the Assessment smoothly.
 - Check the availability of the Lab Equipment for the particular Job Role.
3. Assessment Quality Assurance levels / Framework:
 - Question papers created by the Subject Matter Experts (SME)
 - Question papers created by the SME verified by the other subject Matter Experts
 - Questions are mapped with NOS and PC
 - Question papers are prepared considering that level 1 to 3 are for the unskilled & semi-skilled individuals, and level 4 and above are for the skilled, supervisor & higher management
 - Assessor must be ToA certified & trainer must be ToT Certified
 - Assessment agency must follow the assessment guidelines to conduct the assessment
4. Types of evidence or evidence-gathering protocol:
 - Time-stamped & geotagged reporting of the assessor from assessment location
 - Centre photographs with signboards and scheme specific branding
 - Biometric or manual attendance sheet (stamped by TP) of the trainees during the training period
 - Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos
5. Method of verification or validation:
 - Surprise visit to the assessment location
 - Random audit of the batch
 - Random audit of any candidate
6. Method for assessment documentation, archiving, and access
 - Hard copies of the documents are stored
 - Soft copies of the documents & photographs of the assessment are uploaded / accessed from Cloud Storage
 - Soft copies of the documents & photographs of the assessment are stored in the Hard Drives

References

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 organization.
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 organizational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organizational context includes the way the organization 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.

Acronyms and Abbreviations

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
IPR	Intellectual Property Rights