

# JOB ROLE – CRM DOMESTIC VOICE

Sector – Information Technology and Information Technology  
enabled Services  
(Qualification Pack Code: SSC/Q2210)



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# **UNIT 2 : CRM DOMESTIC VOICE REPRESENTATIVE TRAINING**

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# Session Objectives

The students will be able to:

- Explain purpose of the training programme
- Discuss role and responsibilities of a CRM Domestic Voice representative
- Describe Personal attributes of a CRM Domestic Voice
- Identify Professional skills required for the role of CRM domestic voice

# Introduction

CRM Domestic Voice training is necessary for Customer Support Representatives (CSRs). In this training the administrative user trainer trains employees to use the CRM software. It includes ways to use the software, handling the record, ways to greet a customer, voice pitch during customer call, maintain database, resolve the customer's query and give priority to customer satisfaction.



## Purpose of the Training Programme

This training programme is developed to impart specific skills to individuals who wish to perform as a Customer Relationship Manager (CRM) Domestic Voice. The training programme is intended for imparting basic skill and knowledge. Companies that adopt a CRM system will need to properly train their employees on how to use the system.

Trainers should note that this training does not have to be performed by the vendor that sells you CRM system. There are numerous small businesses that specialise in CRM training and offer full certification programmes for employees.



# Role and Responsibilities of a CRM Domestic Voice Representative

A CRM is expected to call the customer and inform them about the product and services. CRM calls the customer to get an appointment for a personal meeting by a Subject Matter Expert (SME). This SME will meet the customer and explain the entire concept, functionalities and usage of the product and services.

- A CRM is the voice of the company. They are the first point of contact with the customer.
- A CRM receives and makes telephone calls that are primarily scripted and include basic questions.
- A CRM is expected to communicate with customers to market and sell the products and services of the organisation.

# Role and Responsibilities of a CRM Domestic Voice Representative

- A CRM is required to talk to the customers politely and professionally.
- A CRM is required to know the products and their features properly so that they can convince and persuade the customer to buy the offered product or service.
- A complete training on technical and soft skills is given to the CRM to help them achieve this.
- Every CRM has to meet certain targets given for the month or quarter.



# PERSONAL ATTRIBUTES OF A CRM DOMESTIC VOICE

A CRM has a crucial role to perform all activities. They convince the customers to buy products over the phone with their communication skills. A lot of preparation is required before the call is made. A CRM needs to know the product, their prospects and the relevance of the product to the prospect.

Like every job, the job of a CRM requires certain pre-requisite skills. This job requires a CRM to work independently and interact with customers. The individual should be result-oriented and should also be able to demonstrate logical thinking and inter-personal skills.

# Professional Skills Required for the Role of CRM Domestic Voice

A CRM has a crucial role to perform all activities. They convince the customers to buy products over the phone with their communication skills. A lot of preparation is required before the call is made. A CRM needs to know the product, their prospects and the relevance of the product to the prospect.

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# Professional Skills Required for the Role of CRM Domestic Voice

- Learning
- Communication
- Inter-personal
- Customer handling
- Time management
- Anger management
- Teamwork
- Telephone etiquette and the ability to respond professionally to clients on the telephone
- Attention to detail and the ability to follow specific instructions
- Problem solving skills over the telephone

# Summary

In this session, you have learnt about the CRM Domestic Voice training for CSR and its Importance.

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