

# JOB ROLE – CRM DOMESTIC VOICE

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



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# UNIT 4 : WORK MANAGEMENT

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# Session Objectives

The students will be able to:

- Explain of Voice Process
- Describe Non-voice Process
- Discuss Standard Organisational Policies
- Explain Standard Organisational Procedures

## Introduction

In the globalised economy of today, a 24×7 working environment is a reality. But this is not new to India or unique to the BPO industry. Our manufacturing sector — factories, hospitals, hotels, airlines, media, armed forces, transportation sector (trains, buses), IT industry, etc., are some of the other industries that work 24×7, with people coming and working in different shifts. The BPO industry works in a similar way.

Collection or Customer Service, you are more than likely to work in shifts, including a night shift. But, if your job requires paying insurance claims, you will probably be working during the day.

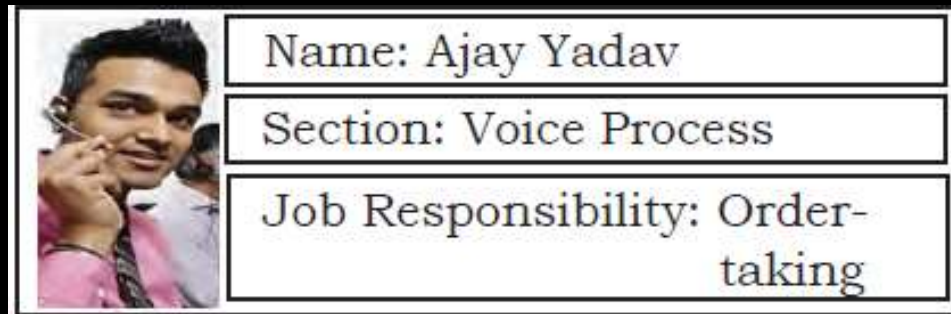
## Voice Process : Accepting Orders

Ajay's job is to take inbound calls in the voice process. Ajay is in the order-taking department, which means customers call him to place their orders for products or services.

Ajay takes orders on the phone

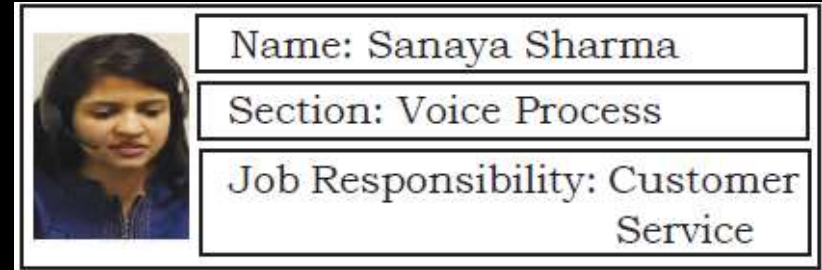
by making a note of the details of the product that the customer wants to buy.

by logging the details into the computer.



## Voice Process : Customer Service

Sanaya has to take inbound calls for customer service. She takes about 200 calls a day. There are different types of customers that she needs to handle, some who complain, some who are difficult, a few others who expel their frustration over the phone. She has to manage irate customers by remaining calm.



### Skills required


- Empathy
- Patience
- Politeness in tone
- Courtesy
- Typing

## Voice Process : Telesales

Rishik makes outbound calls to customers for sales. He has to make calls to customers who may or may not want the company's services. In telesales timing is very important because unlike in inbound calls, here you are imposing on the customer's time. Rishik needs tact to cut the ice with the customer.

### Skills required

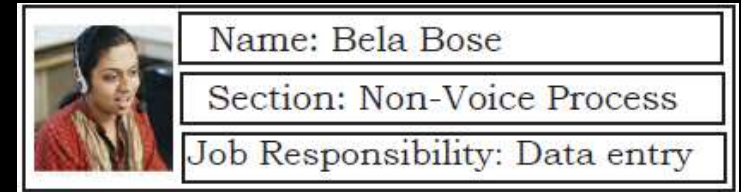
- Right timing
- Product knowledge
- Neither be too aggressive nor too submissive
- Politeness in tone
- Courtesy
- Typing

	Name: Rishik Mittal
	Section: Voice Process
	Job Responsibility: Tele-selling



## Non-voice Process : Data Entry

Bela is from the non-voice process. She does a lot of data entry work on the computer. It is perfect for her as she is a little shy and not comfortable over the phone. Along with data entry, she also handles e-mail correspondence with customers.



### Skills required

- Typing speed of 45 words per minute with 95% accuracy, which is typically the industry norm.

## Standard Organisational Policies

- As a CSR, you will have to follow company policies.
- Any communication with the customers has to be in line with the company's training and business policies:
- You must sign a bond that you will work under the guidelines Telecom Regulatory Authority of India.
- You must ensure that whatever data are being provided to them must be used only to make business calls.
- You should be professional all the time during the business calls.
- The language used during the call should be proper and clear.

## Standard Organisational Procedures

- Develop a Professional Greeting
- Introduce Yourself and Your Company
- Express Gratitude State the Purpose of Your Call
- Schedule a Meeting
- Say Thanks
- Follow up

# Summary

In this session, you have learnt about the work management in BPO.

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