

Question No	NOS Code for QP	NOS Name	Single/Multi Tag (S/M)	PC number	Performance Criteria Name	PC wise marks distribution
1	TEL/N0100	Attend/Make customer calls	S	PC1	Attain minimum call login time/dials/customer contacts and attendance for the number of days specified	5
2	TEL/N0100	Attend/Make customer calls	S	PC1	Attain minimum call login time/dials/customer contacts and attendance for the number of days specified	7
3	TEL/N0100	Attend/Make customer calls	M	PC4	Attain total number of minutes spent wrapping up calls / notations	5
				PC5	Achieve minimum typing speed and accuracy as specified for the	4
4	TEL/N0100	Attend/Make customer calls	M	PC2	Balance total number of minutes spent talking to the customer,	4
				PC3	Restrict total number of minutes customer is put on hold, within	5
5	TEL/N0101	Resolving customer query, request and complaint	S	PC1	Categorize customer's interaction as a query, request or a complaint	4
6	TEL/N0101	Resolving customer query, request and complaint	S	PC1	Categorize customer's interaction as a query, request or a complaint	4
7	TEL/N0101	Resolving customer query, request and complaint	S	PC1	Categorize customer's interaction as a query, request or a complaint	4
8	TEL/N0101	Resolving customer query, request and complaint	S	PC2	Verify customer's details for any account related information	4
9	TEL/N0101	Resolving customer query, request and complaint	M	PC2	Categorize customer's interaction as a query, request or a complaint .	6
				PC1	Verify customer's details for any account related information	3

10	TEL/N0101	Resolving customer query, request and complaint	S	PC8	Resolve at least 80% of first level complaints at front end, without any further escalations	5
11	TEL/N0101	Resolving customer query, request and complaint	S	PC5	Provide estimate of resolution time to the customer, if an immediate solution cannot be found on-call	5
12	TEL/N0101	Resolving customer query, request and complaint	S	PC3	Obtain sufficient information from the customers to login their query, request or complaint	5
13	TEL/N0101	Resolving customer query, request and complaint	S	PC3	Obtain sufficient information from the customers to login their query, request or complaint	5
14	TEL/N0101	Resolving customer query, request and complaint	S	PC7	Refer problem to a supervisor/floor support/manager, if unable to resolve on-call	5
15	TEL/N0102	Develop customer relationship	S	PC1	Categorize customers as per their value and urgency of his Q R C and provide quick response	4
16	TEL/N0102	Develop customer relationship	S	PC4	Provide complete resolution and escalate where necessary, to minimize repeat call percentage	4
17	TEL/N0102	Develop customer relationship	S	PC4	Provide complete resolution and escalate where necessary, to minimize repeat call percentage	3
18	TEL/N0102	Develop customer relationship	S	PC6	Reassure customers of service promises made by the organization	5

19	TEL/N0102	Develop customer relationship	S	PC4	Provide complete resolution and escalate where necessary, to minimize repeat call percentage	3
20	TEL/N0102	Develop customer relationship	S	PC7	Balance customer's expectations with the organization's service offerings	4
21	TEL/N0102	Develop customer relationship	S	PC7	Balance customer's expectations with the organization's service offerings	6
22	TEL/N0102	Develop customer relationship	S	PC3	Exceed the specified maximum level of customer satisfaction scores and ensure instant customer feedback	4
23	TEL/N0102	Develop customer relationship	S	PC8	Give additional information to customers in response to their questions and comments about the service	6
24	TEL/N0102	Develop customer relationship	S	PC5	Adhere to organizational guidelines w.r.t. to ACHT and AHT	5
25	TEL/N0102	Develop customer relationship	M	PC10	Avoid use of jargons, slangs and technical words.	3
				PC11	Maintain a flow of conversation keeping the caller informed of	4
26	TEL/N0102	Develop customer relationship	M	PC12	Educate customers about new offers/products/services, as per	5
				PC13	Maintain appropriate levels of confidence of customer data,	2
27	TEL/N0103	Report and review	S	PC3	Analyze self reports like update on AHT, login time, CRM report and ensure the same is reviewed with the immediate superior	4
28	TEL/N0103	Report and review	S	PC3	Analyze self reports like update on AHT, login time, CRM report and ensure the same is reviewed with the immediate superior	6

29	TEL/N0103	Report and review	S	PC2	Comply with parameters like opening greeting, security checks, closing greeting, hold/transfer/escalation protocol, first time resolution %age and complete &correct tagging/wrap up	6
30	TEL/N0103	Report and review	S	PC2	Comply with parameters like opening greeting, security checks, closing greeting, hold/transfer/escalation protocol, first time resolution %age and complete &correct tagging/wrap up	5
31	TEL/N0103	Report and review	S	PC2	Comply with parameters like opening greeting, security checks, closing greeting, hold/transfer/escalation protocol, first time resolution %age and complete &correct tagging/wrap up	4
32	TEL/N0103	Report and review	S	PC2	Comply with parameters like opening greeting, security checks, closing greeting, hold/transfer/escalation protocol, first time resolution %age and complete &correct tagging/wrap up	4
33	TEL/N0103	Report and review	S	PC2	Comply with parameters like opening greeting, security checks, closing greeting, hold/transfer/escalation protocol, first time resolution %age and complete &correct tagging/wrap up	6
34	TEL/N0103	Report and review	S	PC1	Review individual call login time/number of dials/customer contacts/attendance for the review period	6
35	TEL/N0103	Report and review	S	PC1	Review individual call login time/number of dials/customer contacts/attendance for the review period	6

36	TEL/N0103	Report and review	S	PC1	Review individual call login time/number of dials/customer contacts/attendance for the review period	4
37	TEL/N0103	Report and review	S	PC1	Review individual call login time/number of dials/customer contacts/attendance for the review period	4
38	TEL/N0104	Proactive selling	S	PC1	Probe customers to understand their buying behaviour and needs	6
39	TEL/N0104	Proactive selling	S	PC4	Offer customized solution from the range of products/services available with the organization	3
40	TEL/N0104	Proactive selling	S	PC4	Offer customized solution from the range of products/services available with the organization	4
41	TEL/N0104	Proactive selling	M	PC3	Identify opportunity to pitch relevant products/services.	5
				PC1	Probe customers to understand their buying behaviour and needs	4
42	TEL/N0104	Proactive selling	M	PC4	Attain total number of minutes spent wrapping up calls / notations	5
				PC4	Attain total number of minutes spent wrapping up calls / notations	3

Questions	Option A
The important factors involved while making customer calls are?	Customer Contact
A customer calls for the first time in your office, while talking to him what parameters you will follow according to company guidelines?	Total number of minutes spent talking to the customer should be balanced.
Customer asks for the information and CCE asks him permission to keep him on hold for 2 minutes. However CCE needs more time to find the requested information. What action should CCE take ?	Continue to search for information as the customer is already on the hold
How will a customer care executive increase the up-selling of products whenever a customer visit at outlet?	Products and services recommended through up selling and cross-selling must be relevant to the customer's needs
When customer called you and speak about his/her difficulty caused by you or your organisation, how would you express your concern to him?	I am sorry, you were inconvenienced, how may I assist you.
A customer called you regarding his current plan, he wants to upgrade his plan, under which category you will generate customer ticket?	Request
An angry customer called you regarding his overcharged bill, as an executive you should raise his issue under complaint in CRM.	TRUE
When a problem is reported by the customer what is the best course of action which has to be followed?	Thank the customer for bringing the problem to your attention and Treat the customer with empathy and courtesy
As an customer care executive you have to feed the details about the customer in your system. Which among the following parameters will be unique to each customer? I. Customer ID	Only II and III

<p>A customer called you regarding the issue he is facing in his handset, how will you respond to him?</p>	<p>None of these.</p>
<p>Mr.Aman has submitted his handset for repair in outlet after 1 week he is not able to receive a proper answer from service team, in this scenario what will you do?</p>	<p>(A) Ask Mr. Aman to take away his handset to another store as your service team will not be able to repair his handset.</p>
<p>A new customer is associated with your organization he wants his sim service activation as soon as possible, what information you will obtain from him before proceeding further?</p>	<p>Ask him about his ID proof.</p>
<p>A customer called you regarding some inquiry, after listening to him, why it is necessary to obtain basic information from him?</p>	<p>Necessary information is mandatory to update the record of customer in company database.</p>
<p>A customer called and said that he is unable to watch video over internet and executive are not able to resolve his query, in such case what will executive should do?</p>	<p>Ask customer to call any other time.</p>
<p>Mr.Shyam is angry and irritated as certain concerns regarding his mobile bill have not been resolved in spite of repeated calls to the call center, in response to him what will executive should do?</p>	<p>(A) Show empathy to Mr.Shayam and assure him you will resolve his query.</p>
<p>By providing the complete resolution to customer at first level will help in reducing the repeat call percentage?</p>	<p>TRUE</p>
<p>Suresh is a newly joined customer care executive, state how can he able to serve customer better?</p>	<p>He should do self analysis in order to become more efficient.</p>
<p>A customer is angry since the service promises made by the sales person were not met. While handling this customer, what should the Customer Care Executive focus on?</p>	<p>Quick resolution of the issue.</p>

<p>You are receiving multiple calls from the same customer. How will you minimize repeat call percentage?</p> <p>I. By providing complete resolution to the complaint  II. Ask the customer in a polite way to not to call multiple times  III. Escalate the complaint where ever necessary</p>	I and III
<p>A customer has a plan in which limited internet is given to him, he wants you to increase his internet data without upgrading his plan, what will you do if customer has such expectation towards company?</p>	Customer's expectation has to be balanced with the organization's service offerings.
<p>If customer is satisfied they stay longer with the company, While putting together strategies for better customer service, a company must ensure that</p>	the balance between customer expectations and business needs is maintained sustainably
<p>Building long-term relationships with customers is essential for any business. The application of technology to achieve CRM is a key element of e-business but what does CRM stand for?</p>	Customer retailing management
<p>Customer calls and tells you that his internet is not working you guide him to properly insert internet cable in the socket and now it is working. Is there any opportunity for CCE to sell customer any product here</p>	Offer on Post paid plan with internet package could be suggested
<p>The four marketing activities within the customer relationship management include customer selection, customer acquisition, customer retention, plus:</p>	Customer Up-sell
<p>During a call with customer, an CCE representative should avoid which of the following while giving solution to customer?</p>	Jagrans
<p>You are on a call with a customer. While taking customer's data for future reference, what should be kept in mind?</p>	Don't ask customer information over phone, ask the customer to send an email with all the information
<p>An CCE has completed his quaterly target given to him by his supervisor, supervisor can anlayze his performance on the basis of?</p>	CRM report.
<p>This is the processing of data about customers and their relationship with the enterprise in order to improve the enterprise's future sales and service and lower cost</p>	Clickstream analysis



<p>You are talking to a customer on the phone. What will be your last step before you end the call?</p>	<p>Give Pre-Closing greetings</p>
<p>In a call center, this is a line of people waiting to be handled, usually in sequential order starting at the beginning or top of the line or sequence</p>	<p>Feed line</p>
<p>This is an information industry term for methodologies, software, and usually Internet capabilities that help an enterprise handle customers in an organized way.</p>	<p>ROI</p>
<p>A customer called to an CCE executive and ask him about his query in english, whereas CCE replies him in local language, which of the following factors he should concentrate more to offer better services?</p>	<p>Communication skills</p>
<p>If you are working as a call center executive, apart from opening/closing greetings and security checks, what are the other issues you should know to deal with?</p> <ul style="list-style-type: none"> <li>I. Hold/transfer/escalation protocol</li> <li>II. First-time resolution percentage</li> <li>III. Complete &amp; correct tagging/wrap up</li> </ul>	<p>Only I</p>
<p>Amit has to analyze his individual performance. Which of the following should be done in order to analyze one's performance?</p> <ul style="list-style-type: none"> <li>(A) Review individual call login time</li> <li>(B) Check the number of call dials</li> <li>(C) Check Customer feedback</li> </ul>	<p>Only A and B</p>
<p>Self-assessment will help in understanding where does he/she stand compared to others and understanding the areas of improvement.</p>	<p>Yes</p>

<p>This is properly addressing the customer's need the first time they call, thereby eliminating the need for the customer to follow up with a second call.</p>	<p>E-support</p>
<p>The ratio of number of successful calls to the number of call attempts is known as _____</p>	<p>Call Completion Rate (CCR)</p>
<p>Which of the following is the first step in the 'transaction processing cycle', which captures business data through various modes such as optical scanning or at an electronic commerce website?</p>	<p>Document and report generation</p>
<p>A customer called regarding his complaint and want to know his complaint status, why it is important for CCE to check customer account history?</p>	<p>Able to understand customer usage behavior.</p>
<p>Keep up to date with technical knowledge of various products so as to provide quick solution to customer.</p>	<p>TRUE</p>
<p>This is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests, spending habits, and so on.</p>	<p>Customer managed relationship</p>
<p>As a customer care executive, how will you enhance your ability to satisfy the customer as well as self performance?</p>	<p>By improving the communication skills.</p>

Option B	Option C	Option D	Correct Answer	Marks
Dials	Call Log-in Time	All of these	D	5
All of the mentioned points.	Acknowledge the customer	Allow the customer to express themselves properly.	A	7
Inform customer that he needs more time and request him to place him on hold again	Inform customer that he needs more time and request him to place him on hold again	Tell the customer to call again as you are now sure how much time you will need to find out the	C	9
Recommend the product with high margin to customer.	Recommend the product keeping in mind your sales target	All of these.	A	9
I am sorry, you were inconvenienced, but I am not the right person for this	I am sorry, we are not responsible for this	I am sorry, you were inconvenienced, but my shift will finished within couple of minutes.	A	4
Query	complaint	None of these	A	4
FALSE			A	4
Treat the customer in bewildered manner	Failing to acknowledge there is a problem	Saying no-one else has complained	A	4
Only I	Only IV	Only I and II	B	9

Ignore the customer and his issue's as you have other important work.	First listen to him carefully and calm him with providing proper solution to his query.	Listen to the customer and without telling him arrange a call back.	C	5
(B) Call service team to know the status of handset and then inform Mr.Aman about the resolution time needed for repairing the handset.	None of the mentioned points.	Both A and B	B	5
Ask him about any pending dues to your organisation or previous telecommunication organisation.	Ask him about his needs and offer him the plan which mathes his need.	All of these.	D	5
It will help executive to resolve customer query easily and faster.	It will help executive to enter the customer query in to CRM efficiently.	All of the above.	D	5
Ask customer to restart his phone and hang up the call.	Tell customer that his call will be transferred to supervisor and he will support you regarding the same.	Tell customer to change his handset.	C	5
(B) Ask Mr.Shaym whether he has received any ticket number from previous registered complaint, resolve his query on basis of ticket provided by him.	Both A and B	Only B	C	4
FALSE			A	4
Executive should be able to resolve customer queries at his end.	Educate himself about the new plans and offers provided by the company.	All of the mentioned points.	D	3
Assuring the customer that he will not face such issues in future.	Building customer trust in the company's products and services.	All the answer choices listed.	C	5

I and II	I, II and III	II and III	A	3
A customer's expectation is to be given more importance than the organization.	It is not necessary to meet each and every customer's expectations.	More focus should be on organisations's profitability rather than customer satisfaction.	A	4
organization's service offerings must be best	intranet tools, for processing customer's interaction will be in best condition	None of the mentioned points.	A	6
Customer relationship management	Consumer relationship management	Customer resource management	B	4
Yes offer on Wi fi router could be suggested	Yes better offer on internet package could be suggested	Offer on Pre paid plan with internet package could be suggested	B	6
Customer referrals	Customer cross-sell	Customer extension	D	5
Slangs	Technical keywords	All of these.	D	7
Maintain appropriate levels of confidence of customer data	Make sure during the conversation that customer doesn't realize that you are taking information from	Ask the customer to send a copy of any of his government approved identity proofs	B	7
His wrap-up time taggings.	All of the mentioned points.	Average handling time during call.	C	4
Database marketing	Customer relationship management	CRM analytics	D	6

Give both pre-closing and closing greetings	Give Closing greetings	Ask for Security check	B	6
First-order logic	Grumble line	Queue	D	5
SCM	SAP	CRM	D	4
Leadership skills	Adaptability and Flexibility	All of these.	A	4
Both I and II	Both II and III	I,II and III	D	6
All A, B and C	Only A and C	Only B and C	B	6
No				6

First call resolution	Automatic repeat request	Quality of Service	B	4
Call Block Rate (CBR)	Busy Hour Call Rate (BHCR)	None of the above	A	4
Database maintenance	Transaction processing	Data Entry	A	6
Able to provide customer what he wants.	Able to build a pattern of customer usage.	All of these.	D	3
FALSE			A	4
Customer acquisition	Customer life cycle	Customer segmentation	D	9
By resolving customer issue in minimum time limit.	Wrapping up the call details in given time slot.	All of these.	D	8





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