



# Automotive Customer Relationship Manager

QP Code: ASC/Q1104

Version: 2.0

NSQF Level: 7

Automotive Skills Development Council || 153, Gr Floor, Okhla Industrial Area, Phase - III, Leela Building  
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## 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. [ASC/N9812: Interact effectively with team, customers and others](#)
3. [ASC/N1104: Manage and enhance customer experience](#)
4. [ASC/N1122: Supervise and evaluate the performance](#)

### Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Dealer Sales Support
Country	India
NSQF Level	7
Aligned to NCO/ISCO/ISIC Code	NCO-2015/3322.1101
Minimum Educational Qualification & Experience	Graduate with 5 Years of relevant experience OR Certificate-NSQF (Automotive Sales Team Leader L6) with 2 Years of experience

<b>Minimum Level of Education for Training in School</b>	
<b>Pre-Requisite License or Training</b>	Driving Licence
<b>Minimum Job Entry Age</b>	25 Years
<b>Last Reviewed On</b>	NA
<b>Next Review Date</b>	NA
<b>NSQC Approval Date</b>	
<b>Version</b>	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
<i>Maintain safe and secure working environment</i>	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
<i>Ensure work as per quality standards</i>	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
<i>Material/energy/electricity conservation practices</i>	10	6	-	4
PC12. identify ways to optimize usage of electricity/other source of energy and material including water in various tasks/activities/processes	2	2	-	2



Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
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
<i>Effective waste management/recycling practices</i>	<b>10</b>	<b>6</b>	-	<b>4</b>
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
<i>Ensure a healthy and hygienic workplace</i>	<b>8</b>	<b>5</b>	-	<b>3</b>
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	-	-
PC25. support employees to cope with stress, anxiety etc.	1	1	-	1
PC26. wear and dispose PPEs regularly and appropriately	2	1	-	1

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
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
Next Review Date	NA

## ASC/N9812: Interact effectively with team, customers and others

### Description

This unit is about communicating with team members, superior and others.

### Scope

The scope covers the following :

- Communicate effectively with team members
- Interact with superiors
- Respect gender and ability differences

### Elements and Performance Criteria

#### *Communicate effectively with team members*

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

- PC1. implement ways to share information with team members in line with organisational requirements
- PC2. ensure that work requirements are clearly communicated to the team members through all means including face-to-face, telephonic and written
- PC3. manage and co-ordinate with team members to integrate work as per requirements
- PC4. work in a way that show respect for all team members and customers
- PC5. carry out commitments made to team members and let them know in good time if there is any discrepancy with reasons
- PC6. resolve conflicts within the team members at work to achieve smooth workflow
- PC7. guide the team members to follow the organisation's policies and procedures
- PC8. ensure team goals are given preference over individual goals
- PC9. respect personal space of colleagues and customers

#### *Interact with superiors*

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

- PC10. report progress on job allocated and team performance to the superiors
- PC11. escalate problems to superiors that cannot be handled
- PC12. train the team members to report completed work and receive feedback on work done
- PC13. encourage team members to rectify errors as per feedback and minimize mistakes in future

#### *Respect gender and ability differences*

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

- PC14. ensure team shows sensitivity towards all genders and PwD
- PC15. adjust communication styles to reflect gender sensitivity and sensitivity towards person with disability
- PC16. help PwD team members to overcome the challenges, if asked

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. the importance of effective communication and establishing good working relationships with team members and superiors
- KU2. different methods of communication as per the circumstances
- KU3. gender based concepts, issues and legislation
- KU4. organisation standards and guidelines to be followed for PwD
- KU5. rights and duties at workplace with respect to PwD
- KU6. organisation policies and procedures pertaining to written and verbal communication

### Generic Skills (GS)

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

- GS1. read safety instructions/guidelines
- GS2. modify work practices to improve them
- GS3. work with supervisors/team members to carry out work related tasks
- GS4. complete tasks efficiently and accurately within stipulated time
- GS5. make timely decisions for efficient utilization of resources
- GS6. read instructions/guidelines/procedures
- GS7. write in English/any one language

## Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Communicate effectively with team members</i>	20	14	-	8
PC1. implement ways to share information with team members in line with organisational requirements	2	2	-	-
PC2. ensure that work requirements are clearly communicated to the team members through all means including face-to-face, telephonic and written	2	2	-	2
PC3. manage and co-ordinate with team members to integrate work as per requirements	2	1	-	2
PC4. work in a way that show respect for all team members and customers	3	1	-	2
PC5. carry out commitments made to team members and let them know in good time if there is any discrepancy with reasons	2	2	-	-
PC6. resolve conflicts within the team members at work to achieve smooth workflow	3	2	-	-
PC7. guide the team members to follow the organisation's policies and procedures	2	1	-	-
PC8. ensure team goals are given preference over individual goals	2	1	-	-
PC9. respect personal space of colleagues and customers	2	2	-	2
<i>Interact with superiors</i>	18	10	-	7
PC10. report progress on job allocated and team performance to the superiors	4	3	-	2
PC11. escalate problems to superiors that cannot be handled	4	2	-	1
PC12. train the team members to report completed work and receive feedback on work done	5	2	-	2
PC13. encourage team members to rectify errors as per feedback and minimize mistakes in future	5	3	-	2

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Respect gender and ability differences</i>	12	6	-	5
PC14. ensure team shows sensitivity towards all genders and PwD	4	2	-	2
PC15. adjust communication styles to reflect gender sensitivity and sensitivity towards person with disability	4	2	-	2
PC16. help PwD team members to overcome the challenges, if asked	4	2	-	1
<b>NOS Total</b>	<b>50</b>	<b>30</b>	-	<b>20</b>

## National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	ASC/N9812
<b>NOS Name</b>	Interact effectively with team, customers and others
<b>Sector</b>	Automotive
<b>Sub-Sector</b>	Generic
<b>Occupation</b>	Generic
<b>NSQF Level</b>	5
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Next Review Date</b>	NA



## 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. analyse campaign details, using a variety of proprietary software applications, draw insights and present it to the sales team to facilitate sound decision making
- PC14. monitor sales/service process flow for smooth and flawless execution of orders at the dealership
- PC15. provide enriching customer experience on vehicle purchase, documentation and entertainment avenues etc.
- PC16. monitor leads through telecallers for pre-sales queries and ensure that every customer is offered/given test drive timely
- PC17. attend and participate in daily briefing, meetings regarding the overall sales process, objection handling

*Achieve complete customer satisfaction at the dealership*

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

- PC18. ensure all facilities are provided to customers for purchasing a vehicle at the dealership
- PC19. 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
- PC20. check records for service follow-up records and appointments/schedules for after-sales support
- PC21. manage and coordinate with service department for quick technical support/complaint redressal
- PC22. review feedbacks/complaints from customers walking in the showroom
- PC23. ensure proper resolution of customer queries including those related to vehicle type, model, specifications etc.
- PC24. assist in management of key customer relationship
- PC25. 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
<i>Resolve customer queries, issues &amp; complaints timely</i>	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
<i>Manage and build customer relationship</i>	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	-	-	-
<i>Support sales function at dealership</i>	12	14	-	7
PC8. maintain customer satisfaction during vehicle sales at dealership	2	2	-	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
PC11. provide information related to vehicle accessories/value added or other services available at the dealership	2	2	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
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. 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	-	-
PC14. monitor sales/service process flow for smooth and flawless execution of orders at the dealership	1	-	-	1
PC15. provide enriching customer experience on vehicle purchase, documentation and entertainment avenues etc.	1	2	-	1
PC16. monitor leads through telecallers for pre-sales queries and ensure that every customer is offered/given test drive timely	-	2	-	1
PC17. attend and participate in daily briefing, meetings regarding the overall sales process, objection handling	2	-	-	2
<i>Achieve complete customer satisfaction at the dealership</i>	<b>14</b>	<b>18</b>	-	<b>5</b>
PC18. ensure all facilities are provided to customers for purchasing a vehicle at the dealership	2	-	-	-
PC19. 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
PC20. check records for service follow-up records and appointments/schedules for after-sales support	2	2	-	1
PC21. manage and coordinate with service department for quick technical support/complaint redressal	2	2	-	-
PC22. review feedbacks/complaints from customers walking in the showroom	2	2	-	1

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC23. ensure proper resolution of customer queries including those related to vehicle type, model, specifications etc.	-	3	-	1
PC24. assist in management of key customer relationship	2	3	-	-
PC25. work with telecaller for sales service support, marketing services and operation to develop and maintain good customer relationship and gain trust	2	4	-	1
<b>NOS Total</b>	<b>40</b>	<b>40</b>	<b>-</b>	<b>20</b>

## National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	ASC/N1104
<b>NOS Name</b>	Manage and enhance customer experience
<b>Sector</b>	Automotive
<b>Sub-Sector</b>	Automotive Vehicle Sales (Dealer)
<b>Occupation</b>	Dealer Sales Support
<b>NSQF Level</b>	7
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Next Review Date</b>	NA

## 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
<i>Supervise &amp; evaluate performance of all reporting executives</i>	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	-	-
<i>Complete documentation</i>	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
Next Review Date	NA

## 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
ASC/N9812.Interact effectively with team, customers and others	50	30	-	20	100	15
ASC/N1104.Manage and enhance customer experience	40	40	-	20	100	45
ASC/N1122.Supervise and evaluate the performance	40	40	-	20	100	30
<b>Total</b>	<b>180</b>	<b>140</b>	<b>-</b>	<b>80</b>	<b>400</b>	<b>100</b>

## Acronyms

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

## Glossary

<b>Sector</b>	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.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	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.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	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.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	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.
<b>Scope</b>	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.
<b>Knowledge and Understanding (KU)</b>	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.

<p><b>Organisational Context</b></p>	<p>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.</p>
<p><b>Technical Knowledge</b></p>	<p>Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.</p>
<p><b>Core Skills/ Generic Skills (GS)</b></p>	<p>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.</p>
<p><b>Electives</b></p>	<p>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.</p>
<p><b>Options</b></p>	<p>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.</p>