



Model Curriculum

QP Name: Automotive Customer Relationship Manager

QP Code: ASC/Q1104

QP Version: 2.0

NSQF Level: 7

Model Curriculum Version: 1.0

Automotive Skills Development Council
Leela Building, 153 GF, Okhla Phase III, Okhla Industrial Area, New Delhi, Delhi 110020

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Training 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
Pre-Requisite License or Training	Driving Licence
Minimum Job Entry Age	25 Years
Last Reviewed On	31/08/2021
Next Review Date	31/08/2024
NSQC Approval Date	31/08/2021
Version	2.0
Model Curriculum Creation Date	31/08/2021
Model Curriculum Valid Up to Date	31/08/2024
Model Curriculum Version	1.0
Minimum Duration of the Course	560 Hours, 0 Minutes
Maximum Duration of the Course	560 Hours, 0 Minutes

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.

- Plan and manage work and resources efficiently ensuring least wastage and optimal usage.
- Supervise team to ensure implementation of safety practices.
- Communicate effectively and develop interpersonal skills with others.
- Display sensitivity towards all genders and differently abled people.
- Demonstrate effective supervision of team and evaluate performance.
- Perform efficient management of sales to ensure enhanced customer experience and satisfaction.

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
Bridge Module	08:00	00:00			08:00
Module 1: Introduction to the role of an Automotive Customer Relationship Manager <i>Bridge Module</i>	08:00	00:00	-	-	08:00
ASC/N9813 - Manage work and resources (Service) NOS Version No. 1.0 NSQF Level 7	24:00	32:00	-	-	56:00
Module 2: Plan work effectively, implement safety practices and optimize resources	24:00	32:00	-	-	56:00
ASC/N9812 – Interact effectively with team, customers and others NOS Version No. 1.0 NSQF Level 7	24:00	32:00	-	-	56:00
Module 3: Communicate effectively and efficiently	24:00	32:00	-	-	56:00
ASC/N1440: Supervise team and evaluate performance NOS Version No. 2.0	44:00	52:00	-	-	96:00

NSQF Level 7					
Module 4: Perform team supervision and performance evaluation	44:00	52:00	-	-	96:00
ASC/N1104: Manage and enhance customer experience NOS Version No. 2.0 NSQF Level 7	116:00	228:00	-	-	328:00
Module 5: Manage and Enhance Customer Experience	116:00	228:00	-	-	328:00
Total Duration	216:00	344:00	-	-	560:00

Module Details

Module 1: Introduction to the Role of an Automotive Customer Relationship Manager

Bridge Module

Terminal Outcomes:

- Discuss the role and responsibilities of an Automotive Customer Relationship Manager.

Duration: 08:00	Duration: 00:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • List the role and responsibilities of an Automotive Customer Relationship Manager. • Explain about automotive industry in India, workshop structure and role and responsibilities of different people in the organisation. • Elaborate standard operating procedures (SOPs) regarding allocation of work, invoicing, vehicle delivery, handling complaints etc. • Recall documentation involved in the sales processes as specified by OEM. • Discuss the importance of working as per organisational policies, professional code of ethics and standards of practice. • Outline the safety, health and environmental policies and regulations for the work place as well as for automotive trade in general. • Discuss occupational health and safety measures (OSH) required for working on vehicles. • Discuss the legal regulations pertaining to vehicles. 	
Classroom Aids:	
Laptop, white board, marker, projector	
Tools, Equipment and Other Requirements	

Module 2: Plan Work Effectively and Implement Safety Practices

Mapped to NOS ASC/N9813, v1.0

Terminal Outcomes:

- Employ appropriate ways to maintain a safe and secure working environment.
- Perform work as per the quality standards.
- Use the resources efficiently.

Duration: 24:00	Duration: 32:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • List the potential workplace related risks and hazards, their causes and preventions. • Outline the organizational structure to be followed to report about health, safety and security breaches to the concerned authorities. • Describe the procedures to report accident and health related issues as per SOP • Identify the importance of standard operating procedures of the company w.r.t. privacy, confidentiality and security. • List and explain working requirements to be followed by the team • List some common practices for efficient utilisation of energy, material and water. • Discuss specified quality standards for work requirements and corrective action to be taken in case work fails to meet the required standards. • Discuss the importance of conducting trainings to develop work expertise. • Discuss the importance of working as per the agreed and assigned requirement. • Identify issues with process flow improvements, quality of output, product defects received from previous process, repairs and maintenance of tools and machinery and handle them • Define ways to optimize usage of resources • Discuss different set of problems along with their causes and possible solutions. • Discuss the concept of waste management and methods of waste disposal • List the different categories of waste for the purpose of segregation • State the importance of timely completion of tasks • Discuss the significance of sanitizing the workplace, equipment etc. • Summarise hygiene and sanitation regulations. 	<ul style="list-style-type: none"> • Apply appropriate techniques in the work process to save cost and time. • Employ ways to ensure that the team complies with organisation’s health, safety policies and procedures. • Apply appropriate techniques to use the resources judiciously. • Demonstrate checking for malfunctions in equipment and report as per SOP • Employ ways to ensure that the team keeps work area clean and tidy. • Demonstrate segregation of hazardous waste. • Show how to dispose non-recyclable waste and hazardous waste responsibly. • Demonstrate how to follow the organisation’s emergency procedures for different emergencies.

- Discuss the ways of helping team members deal with stress and anxiety.
- Explain various ways to manage time and cost.
- Discuss the use of PPE for maintaining health and hygiene at workplace and the process of wearing/discarding them.
- List some common electrical problems and practices of conserving electricity.
- State the importance of using appropriate colour dustbins for different types of waste.
- Discuss organizational procedures for minimizing waste.
- Discuss the importance of maintaining quality and timely delivery of the services as per the goals set by the manager.
- Discuss the common sources of pollution and ways to minimize it.
- Discuss organisation's policies for maintaining personal health and hygiene at workplace.
- Discuss the significance of greening.
- List the requirements like running water, sanitizers, etc. to be checked beforehand at workplace.
- Recall the key performance indicators for the new tasks.

Classroom Aids:

White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector

Tools, Equipment and Other Requirements

Personal Protection Equipment: safety glasses, head protection, rubber gloves, safety footwear, warning signs and tapes, fire extinguisher and first aid kit

Module 3: Communicate Effectively and Efficiently

Mapped to NOS ASC/N9812, v1.0

Terminal Outcomes:

- Use effective communication and interpersonal skills.
- Apply sensitivity while interacting with different genders and people with disabilities.

Duration: 24:00	Duration: 32:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> ● Explain the importance of complying with organizational requirements to share information with team members. ● Discuss the ways to adjust the communication styles to reflect sensitivity towards gender and persons with disability (PwD). ● Explain the importance of respecting personal space of colleagues and customers. ● Describe ways to manage and coordinate with team members for work integration. ● State the importance of team goals over individual goals, keeping commitments, and informing them in case of delays. ● Discuss the importance of following organisation’s policies and procedures ● Discuss the importance of rectifying errors as per the feedback to minimize mistakes. ● Discuss gender-based concepts, issues and legislation as well organization standards, guidelines, rights and duties of PwD. ● Discuss the importance of PwD and gender sensitization to ensure that team shows sensitivity towards them. ● State the importance of following organizational standards and guidelines related to PwD. ● Recall the rights and duties at workplace with respect to PwD. ● Outline organisation policies and procedures pertaining to written and verbal communication. 	<ul style="list-style-type: none"> ● Employ different means and methods of communication depending upon the requirement to interact with the team members. ● Employ appropriate ways to maintain good relationships with team members and superiors. ● Apply appropriate techniques to resolve conflicts and manage team members for smooth workflow. ● Conduct training sessions to train the team members on reporting of completed work and receiving feedback. ● Employ suitable ways to escalate problems to superiors as and when required. ● Prepare a sample report on the progress and team performance. ● Role play a situation on how to offer help to people with disability (PwD) if required at work.
Classroom Aids:	
White board/black board marker/chalk, duster, computer or Laptop attached to LCD projector	

Tools, Equipment and Other Requirements

Module 4: Perform team supervision and performance evaluation

Mapped to NOS ASC/N1440, v2.0

Terminal Outcomes:

- Demonstrate how to supervise and evaluate performance of the service team.
- Perform steps to complete workshop records and documentation.

Duration: 44:00	Duration: 52:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Describe how to set goals and targets for the sales team. • Identify the scope as per Standard Operating Procedures (SOP) for appraisals, incentives, promotions and performance evaluation of personnel. • Explain how to set tangible and achievable incentives closely aligned to the organizational goals and policies for the team. • Discuss the importance of assisting and supporting team members as and when necessary. • Discuss SOPs for query resolution and reporting of team members. • Emphasize on the significance of following sales process flow for implementing improvements based on the feedbacks and queries from team members. • Explain the process of handing over all the evaluation/performance documents and records of team members to human resources department. • Emphasize the importance of documenting the problems and queries reported by the team members using organisation formats only. 	<ul style="list-style-type: none"> • Demonstrate how to create metrics for analysing the performance of the team using quantifiable measures. • Implement proper techniques to monitor team activities and ensure that the team adheres to planned activities as per SOP of the organisation. • Employ various methods to evaluate performance of team members based on designed measures and metrics using organisation software. • Perform the steps to conduct team appraisals based on the designed performance parameters of the organisation. • Demonstrate how to document all Key Performance Indicators (KPIs) and metrics of the reporting team members using the organisation software/format.
Classroom Aids:	
Laptop, white board, marker, projector	
Tools, Equipment and Other Requirements	
Software for maintaining documentations and records	

Module 5: Manage and Enhance Customer Experience

Mapped to NOS ASC/N1104, v2.0

Terminal Outcomes:

- Demonstrate how to resolve customer queries, issues and complaints timely to build customer relationships.
- Perform steps to support the sales function to achieve maximum customer satisfaction at the dealership showroom.

Duration: 100:00	Duration: 228:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain how to maintain a healthy & professional relationship with customers. • List the Standard Operating Procedures (SOPs) for handling customer query and their resolution mechanism through the sales team in the organisation. • Describe SOPs of the dealership in relation with work and customer satisfaction to maintain a good score and increase overall sales. • Explain process flow of business cycle of complete sales and service-related processes at the dealership. • List workplace safety and health policies/regulations for the automotive showroom. • Discuss technical specifications, features, advantages and benefits (FAB) of vehicle over its competitors. • Discuss how to understand customer requirements and provide appropriate information about vehicle, accessories, value added or other services available at the dealership. • Emphasize the importance of providing dealership facilities to customers during vehicle purchase. • Outline overall sales process by participating in daily briefing and meetings. • Explain how to understand key customer requirements for the vehicle or any issue related to sales/service or pendency during calls, follow-ups and address the requirements/issues for early redressal. • Discuss OEM training modules for the training of backend sales, services functions including technical details and 	<ul style="list-style-type: none"> • Demonstrate how to understand customer requirements, queries and complaints to provide assistance as per their requests. • Perform required documentation of customer queries/requisites, feedbacks/reviews for improvement in the prescribed formats as per the organizational guidelines. • Implement ways to provide complete solutions for any customer queries related to vehicle purchase, stock availability, refunds and claims with least turnaround time. • Employ methods to deliver excellent services to maximise customer satisfaction during vehicle sales at dealership and build long-term relationship with them. • Demonstrate how to communicate effectively with customers explaining key features of vehicles to give them enriching experience on vehicle purchase, documentation and entertainment avenues etc. • Implement ways to manage customer retention campaigns including idea generation/exploration, preparing and presenting sales delivery proposals, and mastering successful task execution. • Demonstrate how to use different software applications to analyse campaign details, draw insights and discuss with sales team to ease decision-making. • Employ methods to monitor sales/service leads and their process flow for smooth execution of orders and timely test drives. • Implement ways to provide after-sales support based on feedback of sales/service follow-ups and schedule appointments.

<p>problems related to service vehicles along with performance of different variants.</p> <ul style="list-style-type: none"> • Explain software or format used for sales/marketing presentations, billing, financing of the vehicles, sales/service records and warehousing like tally, sap and primaware, reporting and surveys like MS Power point, MIS and CRM related framework. • Outline statutory compliance of the government and legal aspects. • Analyse local market procedures and customer preferences including the sales peculiarities based on geographical gradations etc. • Discuss feedbacks/complaints from customers visiting the showroom. 	<ul style="list-style-type: none"> • Employ methods to provide quick technical support/complaint redressal in coordination with service department. • Demonstrate how to provide appropriate resolution for customer queries including vehicle type, model, specifications etc. • Implement ways to provide assistance in managing key customer relationship including sales service support, marketing services and operation in order to gain trust and maintain good customer relationship.
<p>Classroom Aids:</p>	
<p>White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector</p>	
<p>Tools, Equipment and Other Requirements</p>	
<p>Software like tally, sap, MS Power point, MIS, CRM, Customer feedback/query form</p>	

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	in any discipline	4	Automotive Sales	2	Automotive Sales	N/A
Post Graduate	Management	2	Automotive Sales	2	Automotive Sales	N/A

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role: “Automotive Customer Relationship Manager Level 7” “ASC/Q 1104, v1.0”, Minimum accepted score is 80%	Recommended that the Trainer is certified for the Job Role: “Trainer”, “MEP/Q2601, v1.0”, Minimum accepted score is 80%

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	in any discipline	5	Automotive Sales	2	Automotive Sales	N/A
Post Graduate	Management	3	Automotive Sales	2	Automotive Sales	N/A

Assessor Certification	
Domain Certification	Platform Certification
Certified for Job Role: “Automotive Customer Relationship Manager Level 7” “ASC/Q 1104, v1.0”, Minimum accepted score is 80%	Recommended that the Assessor is certified for the Job Role: “Assessor” “MEP/Q2701, v1.0”

Assessment Strategy

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on 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 – The assessor should:

- 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 are created by the Subject Matter Experts (SME)
- Question papers created by the SME are 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

Term	Description
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training .
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module . A set of terminal outcomes help to achieve the training outcome.

Acronyms and Abbreviations

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
PwD	Persons with Disability
OEM	Original Equipment Manufacturer