

Keywords /Terms	Description
ACHT (Average call handling time)	The average recommended time to wrap up/close an interaction with a customer
AHT (Average hold time)	The average recommended time a customer may be kept on hold during a phonetic interaction
Broadband	The term broadband refers to the wide bandwidth characteristics of a transmission medium and its ability to transport multiple signals and traffic types simultaneously. The medium can be coax, optical fiber, twisted pair or wireless. In contrast, baseband, describes a communication system in which information is transported across a single channel
CRM (Customer Relationship Management)	Processes implemented to manage a company's interactions with customers and prospects
Cross-sell	Cross-selling is the action or practice of selling among or between established clients, markets, traders, etc. or the action or practice of selling an additional product or service to an existing customer
Customer	A customer (also known as a client, buyer, or purchaser) is the recipient of a good, service, product, or idea, obtained from a seller, vendor, or supplier for a monetary or other valuable consideration. There are two types of customers – internal and external. Internal customers are employees, retailers, distributors and external customers are end users
Customer care executive	Customer care executive interacts with customers to provide answers to queries, requests or complaints involving a company's products or services
Customer satisfaction scores/Instant engagement scores	The metrics to measure the customer's satisfaction level of the interaction with the customer service representative
Description	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
DTH (Direct to home)	DTH is defined as the reception of satellite programmes with a personal dish in an individual home.DTH does away with the need for the local cable operator and puts the broadcaster directly in touch with the consumer
Escalation matrix	The channel for escalating the issue/problem of the customer to a supervisor or senior who possesses more expertise in handling and resolving customer's concern.
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS
Helpdesk	A single desk to reach out for the customer for getting response to his queries, requests or complaints. A help desk is manned by specialists who are well versed with their organization and it's products and services

Intranet tools	Internal tools/applications of an organization that work only within the network of the organization
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge
NOS (National Occupational Standards)	NOS are Occupational Standards which apply uniquely in the Indian context
Occupation	Occupation is a set of job roles under which role-holders perform similar/related set of functions in an industry
OS (Occupational Standards)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
QP (Qualifications Pack)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack
Scope	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 has a critical impact on the quality of performance required
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests
Sell	Selling is an act of promotion and influencing customers to buy a product or service, in return for money or other compensation
Service Provider	Is a sub sector to Telecom and consists of companies/organizations who provide service related to communications to the public
Shop/Showroom/Outlet	Is a retail store of a company/franchisee in which products are on sale, in a space created by the brand or company
SLA (Service level agreement)	An agreement or contract for the level of service to be provided
Specialists	Subject matter experts have the domain experience, knowledge and expertise and can handle customer queries, requests and complaints
Sub-functions	Sub-functions are sub-activities essential to fulfill achievement of the objectives of the function
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components
Tagging/Raising SR	The process of capturing customer's interaction in CRM

TAT (Turn around time)	The time taken to resolve a request or a complaint of the customer
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Telecom	Is a communication sector consisting of companies who provide telephonic communication facilities to the public
Unit Code	Unit Code is a unique identifier for an OS unit, which can be denoted with either an 'O' or an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do
VAS (Value added service)	In the telecom industry, on a conceptual level, value-added services add value to the standard service offering, spurring the subscriber to use their phone more and allowing the operator to drive up their Average Revenue Per User. For mobile phones, while technologies like Short Messaging Service, Multi-media Messaging and data access were historically usually considered value-added services, but in recent years SMS, MMS and data access have more and more become core services, and VAS therefore has beginning to exclude those services.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry

Acronyms

Keywords /Terms	Description
ACHT	Average call handling time
AHT	Average hold time
CRM	Customer relationship management
GSM	Global system for mobile communications
Q R C	Query Request Complaints
SLA	Service level agreement
TAT	Turnaround time
w.r.t.	With respect to

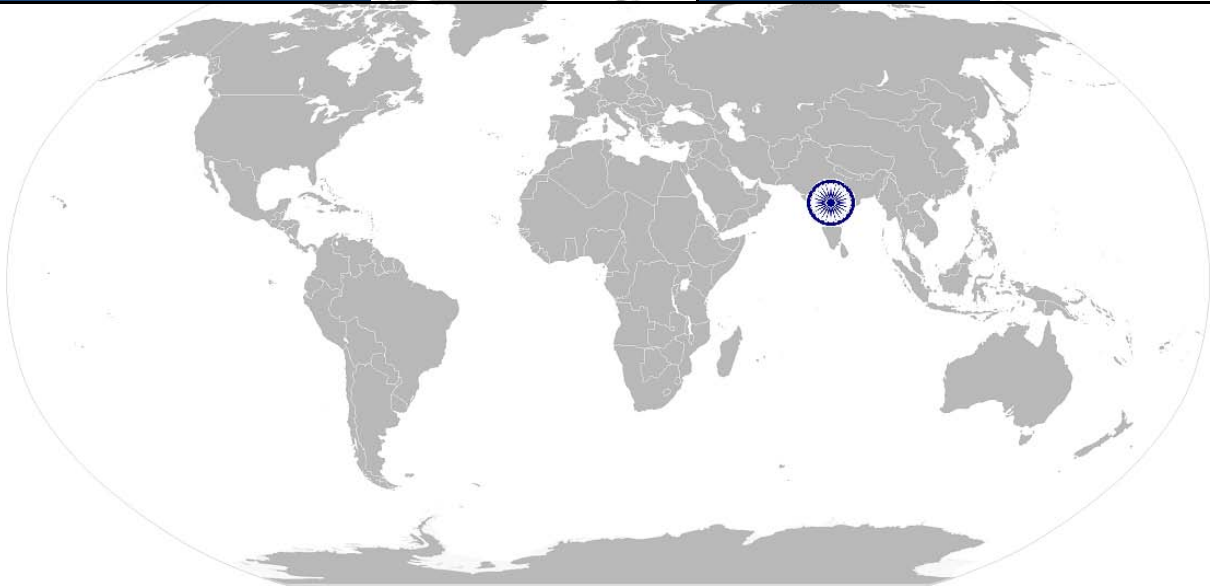
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TEL/N0110

Data expertise

NOS Version Control:

NOS Code	TEL/N0110		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	1.0
Industry	Telecom	Drafted on	28/03/2013
Industry Sub-sector	Service Provider	Last reviewed on	16/05/2013
		Next review date	31/05/2015



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