



**PS Academy**  
Meark Enterprise

# Associate - CRM

**Industry Led Employable Skill Training**

Job Role: Associate - CRM

Occupation: IT-ITeS/Business Process Management  
/Customer Relationship Management

## Role Description

Managing and resolving client queries / issues primarily through telephonic calls

## Occupational Standards

N2308 Collect payments over the telephone

N3001 Convert customer enquiries into sales

N3002 Make outbound telesales calls

N3003 Deal remotely with customer queries

N9001 Manage your work to meet requirements

N9002 Work effectively with colleagues

N9003 Maintain a healthy, safe and secure working environment

N9004 Provide data/information in standard formats

N9005 Develop your knowledge, skills and competence

## Career Path

Associate–CRM > Senior Associate–Customer Care/Sales/ Telesales> Team Leader > Manager > Business Manager/VP > Head of Customer Care > Head of Geographical Unit/Head of Sales/BD> Head of Company

## Duration

Duration: 63 hours (21 days - 3 hours/day)

## Training Mode

Physical or Blended Learning (50% classroom and 50% online)

## Pre-requisites

Diploma/ Graduate

## Personal Attributes

This job requires the individual to work independently and interact with customers. The individual should be result oriented and should also be able to demonstrate logical thinking and interpersonal skills and should have good typing speed.

## Reference

QP ID: SSC/Q2202

Of NSQF Level : 5

Model Curriculum:

[https://nsdcindia.org/sites/default/files/MC\\_SC\\_Q2202\\_Associate%20CRM\\_v2.0\\_16072020.pdf](https://nsdcindia.org/sites/default/files/MC_SC_Q2202_Associate%20CRM_v2.0_16072020.pdf)

## Contact us

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