

ODD SEMESTER: DIPLOMA

BUSINESS PROCESS OUTSOURCING - BPO

Diploma Course I	24BPO101	Business Fundamentals: Customer Engagement	Credits: 2
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SYLLABUS

UNIT-I: How to gain the most relevant insights about customers and their needs : Consumer Insights - Consumer Insights Important - Benefits of Harnessing Customer Insights - CPG Data & Customer Insights - Customer Insight Use Cases - How to Get Started Using Customer Insights

UNIT-II: Designing the most appropriate products for your intended customers - Identifying your users - Engaging with consumers - Give users space to express themselves - Observing and analysing users - Representing the full range of potential users - Make research findings vivid and enduring - Design against exclusion - The importance of ergonomics

UNIT-III: Prioritising the customers who are most likely to be interested in your products : What is lead prioritization - Why is it important to prioritise sales leads - How to prioritise sales leads - Use the right technology - Prioritise prospects who visited your company's website third - Prioritise outbound leads that are great fits last.

UNIT-IV: Identifying the most profitable applications of relationship marketing : Networking - Cherish Each Customer - Listen to Your Customers - Build a Brand Identity - Give Your Customers Free Information - Loyalty Rewards - Communicate Often - Special Events - Face-To-Face Time

UNIT-V: Understanding the different ways you can get customers to be loyal and when to use them - How to Keep Customers Loyal - Be as generous as your customers - Show your gratitude - Provide benefits to your customers with every purchase - Scratch the program completely - Build a useful community for your customers - Communicate effectively with your customers - Improve upon your customer loyalty program - Continuously evolve your business over time.

Text Books :

1. Farm Don't Hunt: The Definitive Guide To Customer Success, By Guy Nirpaz And Fernando Pizarro
2. The Nordstrom Way to Customer Experience Excellence: Creating a Values-Driven Service Culture (2017)
3. Hug Your Haters: How to Embrace Complaints and Keep Your Customers (2016)
4. What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint (2016)

Diploma Course II	24BPO102	Business Fundamentals: Effective Communication	Credits: 2
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SYLLABUS

UNIT-I: Effective Business Communication - Importance of Good Communication Skills - Communication Influences Your Thinking about Yourself and Others - Communication Influences How You Learn - Communication Represents You and Your Employer - Communication Skills Are Desired by Business and Industry

UNIT-II: What is Communication? – Sharing-understanding-meaning- Communications Process: Encoding and Decoding- Encoding-Decoding- transmission model - interaction model- transaction model-

UNIT-III: Essential Components of Communication – Source – Message – Channel – Receiver – Feedback - Environment – Context - Interference

UNIT-IV: You're Responsibilities as a Communicator - Preparation – Organization – Clarity-Conciseness

UNIT-V: Ethics in Communication - The Ethical Communicator Is Egalitarian - The Ethical Communicator Is Respectful - The Ethical Communicator Is Trustworthy

Text Book:

1. Business Communication 2E – Meenakshi Raman, Prakash Singh – Second Edition
2. Handbook of communication models, perspective, strategies – Uma Narula
3. Business Communication – Jyoti Jain

Diploma Course Laboratory I	24BPO151	Business Process Automation Lab	Credits: 2
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SYLLABUS

MS-WORD

1. Working with Files: Creating and opening documents, Saving documents, Renaming documents, working on multiple documents.
2. Working with Text - Formatting, Moving, copying and pasting text Lists - Bulleted and numbered lists, Nested lists, Formatting lists.
3. Table Manipulations: Graphics - Adding clip Art, Add an image from a file, Editing graphics, Spelling and Grammar, AutoCorrect
4. Page Formatting: Page margins, page size and orientation, Header and footers, page numbers, Mail Merge. Macros - Recording a macro, Running a macro- Web wizard - Using the Web Wizard, Creating & Saving web pages, Hyper links. Mail Merge.

MS-EXCEL

1. Modifying a Worksheet: Moving through cells, Adding worksheets, rows and columns Resizing rows and columns, Selecting cells, Moving and copying cells, Freezing panes - Macros - recording and running.
2. Formatting Cells: Formatting toolbar, Dates and times, Auto formatting. Formula and Functions. Linking worksheets - Relative, absolute and mixed referencing
3. Sorting and Filling: Basic ascending and descending sorted, Complex sorts, Alternating text and numbers with Auto fill, Autofilling functions.
4. Graphics: Adding clip art, add an image from a file, Charts - Using chart Wizard, Copy a chart to Microsoft Word

MS-POWER POINT

1. Create a Presentation from a Template: Working with Slides - Insert a new slide, Applying a design template, Changing slide layouts.
2. Slides: Reordering slides, Hide slides, Create a Custom slide show. Adding Content - Resizing a text box, Text box properties, Delete a text box.
3. Video and Audio Effects: Color Schemes & Backgrounds Adding clip art, adding an image from a file, Save as a web page.

Reference Books:

1. Srivastava, S.S. 2008. MS Office. New Delhi: Firewall Media.
2. Saxena, Sanjay. 2011. MS Office 2007 in a Nutshell. Noida: Vikas Publishing house.
3. Courter, Gini and Annette Marquis. 1999. Mastering Microsoft Office 2000. New Delhi: BPB Publications.
4. Blattner, Patrick, Ken Cook, Laurie Ulrich and Timothy Dyck. 1999. Special Edition Using Microsoft Excel 2000. New Delhi: Prentice-Hall of India

EVEN SEMESTER: DIPLOMA
BUSINESS PROCESS OUTSOURCING - BPO

Diploma Course III	24BPO103	Innovative Technologies and Strategies For Call Centres	Credits: 2
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SYLLABUS

UNIT-I: Introduction to Call Centre Operations - Overview of Call Centres - History and evolution of call centres - Types of call centres: Inbound, Outbound, Blended - Key Functions of Call Centres - Customer support - Sales and marketing - Technical support - Call Centre Management - Workforce management - Quality control and performance metrics

UNIT-II: Call Centre Technologies - Call Centre Software Solutions - Automatic Call Distributors (ACD) - Interactive Voice Response (IVR) - Call Routing and Queue Management - Customer Relationship Management (CRM) Systems - Integration with call centre tools - Enhancing customer experience through CRM - Artificial Intelligence (AI) and Automation - Chatbots and virtual assistants in call centres - AI-driven call routing and prioritization - Speech recognition and transcription software

UNIT-III: Call Centre Strategies for Improving Performance - Customer Experience Management - Personalization techniques - Handling customer complaints and difficult interactions - Effective Communication Techniques - Active listening and empathy - Building rapport with customers - Script design and flexibility - Performance Metrics and KPIs - First Call Resolution (FCR) - Average Handle Time (AHT) - Customer Satisfaction (CSAT) and Net Promoter Score (NPS)

UNIT-IV: Advanced Technologies and Trends in Call Centres - Robotic Process Automation (RPA) - Automating repetitive tasks and workflows - RPA use cases in customer service - Data Analytics and Big Data - Analyzing customer interactions for insights - Predictive analytics for anticipating customer needs - Voice Biometrics and Authentication - Enhancing security and authentication in call centres - Pros and cons of voice biometrics

UNIT-V: Call Centre Strategy Development - Strategic Planning for Call Centres - Setting long-term goals and objectives - Identifying key challenges and opportunities - Cost Optimization in Call Centres - Minimizing operational costs through technology - Outsourcing and offshoring considerations

Text Book:

1. Call Centre Technology & Techniques Jack.A.Green Thomson 2004

Reference Book:

1. Name of the Book Author Publication Year Call Centre Operations Charles E Day McGraw Hill (Part – III) 2000.

Diploma Course IV	24BPO104	Effective Approaches to Transcription	Credits: 2
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SYLLABUS

UNIT-I: Introduction to Transcription - Overview of Transcription - Definition and importance of transcription - Different types of transcription (e.g., verbatim, edited, intelligent) - Fields of transcription (general, medical, legal, business) - Basic Skills for Transcription - Typing speed and accuracy - Listening skills and attention to detail - Understanding different accents and dialects.

UNIT-II: Transcription Techniques - Verbatim vs. Edited Transcription - Understanding verbatim transcription (exact replication of speech) - Edited transcription (correcting grammar and removing filler words) - Types of Transcription - Medical Transcription: Specific terminology, formatting, and guidelines - Legal Transcription: Court proceedings, legal terminology, and accuracy .

UNIT-III: Business Transcription: Interviews, meetings, and focus groups - Transcribing Different Audio Formats - Handling recordings with background noise, multiple speakers, or unclear audio - Using transcription tools to aid in transcription from various file formats (MP3, WAV, etc.) - Speech Recognition Software in Transcription -Introduction to tools like Dragon NaturallySpeaking, Otter, etc. - Understanding the advantages and limitations of voice-to-text software - Correcting errors in automatic transcription.

UNIT-IV: Advanced Transcription Techniques - Time-Coding and Time stamping - Inserting timestamps for media transcriptions - Understanding time-code formats and their use in various industries - Transcription for Multilingual and Accented Speech - Techniques for transcribing in non-native languages or with strong accents - Identifying and understanding foreign terms, idiomatic expressions, and slang - Handling Multiple Speakers - Speaker identification and labelling - Managing overlaps, interruptions, and unclear dialogue - Transcribing for Different Purposes - Transcription for research purposes (e.g., interviews, focus groups) - Transcription for content creation (e.g., podcasts, webinars)

UNIT-V: Tools and Technology for Transcription - Transcription Software and Tools - Introduction to popular transcription software (Express Scribe, Transcriber Pro, etc.) - Features and functions of transcription tools: foot pedals, speed controls, text expanders - Using Voice Recognition Technology - Best practices for using speech-to-text software - Manual corrections after automated transcription - Audio Editing Tools - Basics of using audio editing software (Audacity, Adobe Audition) to enhance transcription quality - Digital Transcription Equipment - Setting up and using transcription headsets, microphones, and foot pedals - Choosing the right hardware for accuracy and comfort

Text Book:

1. Medical Office Transcription – An Introduction to Medical Transcription
ByKaronneBecklin& Edith Sunnorbory McGraw Hill 2005

Diploma Course Laboratory II	24BPO152	Outsourcing Lab	Credits: 2
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Programs:

1. Mock Call Practice
2. Listening and answering queries
3. Listening and transcription of Office forms and Medical forms
4. Exercises on Health claim forms, Insurance forms, Legal notes
5. Listening and typing Medical Transcription jobs
6. Generating internal quality check reports.
7. Live call center experience on international floor.