

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR BANKING FINANCIAL SERVICES AND INSURANCE (BFSI) INDUSTRY

What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Introduction

Qualifications Pack-Mutual Fund Agent

SECTOR: BANKING, FINANCIAL SERVICES AND INSURANCE (BFSI)

SUB-SECTOR: Non-Banking Financial Services

OCCUPATION: Financial Services

REFERENCE ID: BSC / Q 0601

Brief Job Description: A mutual fund agent is representative of a bank or similar financial institution, who offers mutual funds to prospective investors, maintains records of their investments and conducts regular market research to advice customers.

Personal Attributes: The individual is required to have interpersonal and analytical skills. He must be able to track the mutual fund market and maintain relationships with customers.

Job Details

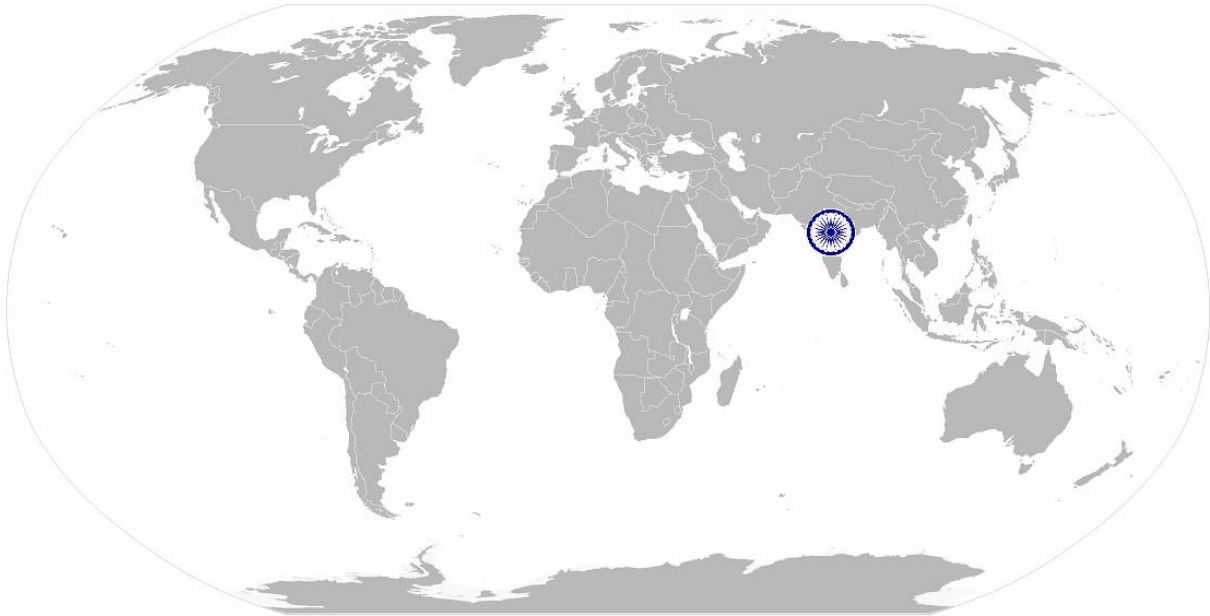
Qualifications Pack Code	Q 0601		
Job Role	Mutual Fund Agent		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]	Level 4	Version number	.01
Sector	Banking, Financial Services and Insurance (BFSI)	Drafted on	07/08/2013
Sub-sector	Non-Banking Financial Services	Last reviewed on	30/08/2013
Occupation	Financial Services	Next review date	01/03/2014

Job Role	Mutual Fund Agent
Role Description	A mutual fund agent sells mutual funds to prospective customers
NVEQF/NVQF level	Level 4
Minimum Educational Qualifications*	Class XII
Maximum Educational Qualifications*	
Training (Suggested but not mandatory)	Industry certification or Training by organization
Experience	Experience preferred but not mandatory
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> 1. BSC/ N 0601 (Conduct research) 2. BSC/ N 0602 (Market and sale mutual fund) 3. BSC/ N 0603 (Assist with purchase of mutual fund) 4. BSC/ N 0604 (Perform after-sales activities) <p>Optional:</p> <ol style="list-style-type: none"> 5. NA
Performance Criteria	As described in the relevant OS units

Keywords /Terms	Description
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.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry.
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.
Job Role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
OS	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.
NOS	NOS are Occupational Standards which apply uniquely in the Indian context.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
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.
Unit Code	Unit Code is a unique identifier for an Occupational Standard , which is denoted by an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
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.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
Organizational Context	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills or Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working 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.

National Occupational Standard



Overview

To conduct research and gain market insights

Conduct Research

National Occupational Standard	Unit Code	N 0601
	Unit Title (Task)	Conduct Research
	Description	This OS unit is about conducting market research
	Scope	The unit/ task covers the following: <ul style="list-style-type: none"> Update knowledge on mutual fund market Keep up to date on regulations and guidelines
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Focus on enhancing Market knowledge	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Research the mutual fund market to determine top performing funds, investor interests, trends etc.</p> <p>PC2. Analyze features of top funds and factors influencing them</p> <p>PC3. Rank and compare performance of top funds with mutual funds offered by organization as well as other major indices such as SENSEX, NIFTY etc.</p> <p>PC4. Register for regular stock market updates for additional insights</p> <p>PC5. Draw up key insights and trends on the mutual fund market</p> <p>PC6. Speak to existing customers to gain customer perspective on the mutual fund market performance</p>
	Regulatory requirement and guidelines understanding	<p>PC7. Regularly update oneself on changes in scheme information and norms in the mutual fund industry</p> <p>PC8. Regularly update oneself on Stock Exchange Board of India (SEBI) mutual fund regulations and sales guidelines</p> <p>PC9. Research potential customer base ideal for mutual fund schemes offered by organization</p> <p>PC10. Develop basic profile of target customers according to research conducted</p>
	General/ Administrative	<p>PC11. Share reports/presentations developed with peers and customers</p> <p>PC12. Share insights regarding possible poor performance of organization's mutual funds with supervisors for addressal</p>
	Knowledge and Understanding (K)	

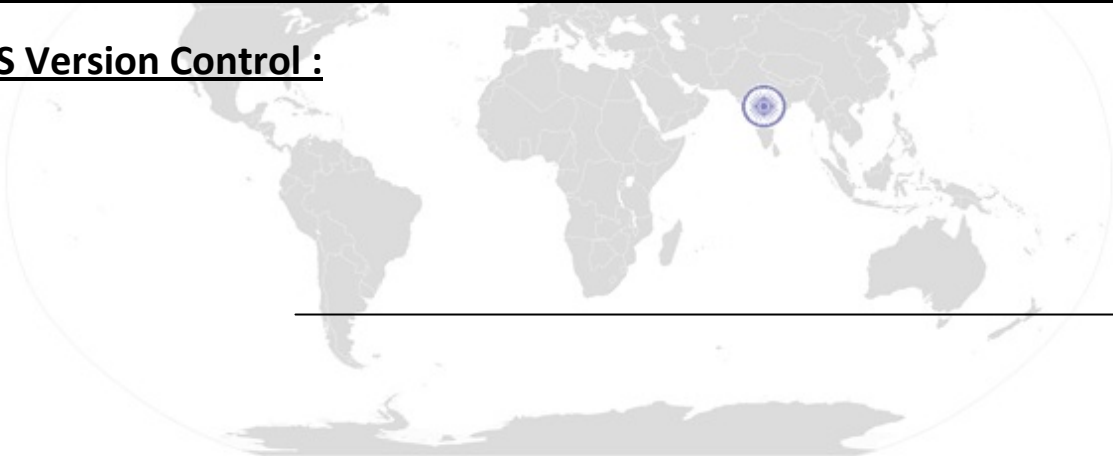
Conduct Research

<p>A. Organizational Context (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KA1. Types of Mutual fund schemes, their characteristics and structure KA2. Products similar to mutual funds and mutual funds schemes offered by other organizations KA3. Factors influencing mutual funds' performance KA4. Procedure to contact existing customers for market feedback as a part of research KA5. The composition of risk involved with various schemes and risk compliance procedures for the same KA6. Accepted payment methods and processes for making payments KA7. Escalation matrix for unresolved problems KA8. All laws and legal regulations relevant to mutual funds KA9. Secondary data sources for obtaining market information KA10. Tax and tax related regulations relevant to mutual funds KA11. Functions of the national financial and regulatory authorities with regards to mutual funds 				
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KB1. Methods to evaluate mutual fund schemes KB2. Accounting, Financial and Economic concepts used for evaluating mutual funds and conducting market research KB3. Method of accounting and understanding structure of mutual funds KB4. IT and computer operations and procedures required for research KB5. Methods to analyze risk factor of various mutual funds and similar products KB6. Methods to comprehend impact of various economic and financial factors on mutual fund market KB7. Ability to quantify various risk factors and its impact on funds KB8. Methods of calculating returns, annual growth rate & NAV and other accounting formulae that help determine returns of mutual fund schemes KB9. Methods to compute various ratios to calculate risk-adjusted returns 				
<p>Skills (S)</p>					
<p>A. Core Skills/ Generic Skills</p>	<table border="1"> <tr> <td data-bbox="467 1398 1529 1434"> <p>Writing Skills</p> </td> </tr> <tr> <td data-bbox="467 1434 1529 1587"> <p>The user/ individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA1. Prepare reports/ summaries of research SA2. Fill in online forms and paperwork for conducting research on databases and other information sources </td> </tr> <tr> <td data-bbox="467 1587 1529 1623"> <p>Reading Skills</p> </td> </tr> <tr> <td data-bbox="467 1623 1529 1837"> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA3. Read and understand organization procedures and guidelines. SA4. Read and understand regulatory authorities guidelines and rules for mutual fund schemes SA5. Read and understand circulars issued for notifying changes in norms and conditions for mutual fund schemes by SEBI or other regulatory authorities </td> </tr> </table>	<p>Writing Skills</p>	<p>The user/ individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA1. Prepare reports/ summaries of research SA2. Fill in online forms and paperwork for conducting research on databases and other information sources 	<p>Reading Skills</p>	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA3. Read and understand organization procedures and guidelines. SA4. Read and understand regulatory authorities guidelines and rules for mutual fund schemes SA5. Read and understand circulars issued for notifying changes in norms and conditions for mutual fund schemes by SEBI or other regulatory authorities
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	<p>Oral Communication (Listening and Speaking skills)</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. Listen to market news and customer feedback to understand the mutual fund market.</p> <p>SA7. Communicate with peers and supervisors for clarifications and knowledge sharing in a clear and effective manner</p>
<p>B. Professional Skills</p>	<p>Decision Making</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Determine which mutual fund schemes and similar funds to monitor to draw out insights</p> <p>SB2. Decide on appropriate research methods and data sources to use for conducting research</p>
	<p>Organizational Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Plan research schedule in a manner such that it doesn't affect other tasks to be performed</p> <p>SB4. Share knowledge acquired with peers and subordinates</p>
	<p>Problem Solving</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. Address technical or administrative problems and escalate those issues beyond one's role.</p>
	<p>Analytical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. Analyze trends from industry reports, financial forecasts etc.</p> <p>SB7. Use market analyses and mutual fund features to determine prospective customer profile</p>
	<p>Critical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB8. Exercise judgment in unforeseen situations which preserve company values and are in line with organizational guidelines</p> <p>SB9. Consistently obtain feedback and improve their performance</p>

NOS Code	BSC / N 0601		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]	Level 4	Version number	.01
Industry	Banking, Financial Services and Insurance (BFSI)	Drafted on	07/08/2013
Industry Sub-sector	Non-Banking Financial Services	Last reviewed on	30/08/2013
Occupation	Financial Services	Next review date	01/03/2014

NOS Version Control :



National Occupational Standard



Overview

To market and sell mutual funds to prospective customers

Unit Code	N 0602
Unit Title (Task)	Market and Sell Mutual Funds
Description	This OS unit is about marketing and selling mutual funds to prospective customers
Scope	<p>The unit/ task covers the following:</p> <ul style="list-style-type: none"> Approach and market various mutual funds schemes to prospective customer identified Assist customer with determining most suitable mutual fund scheme according to needs Receive approval for initiating purchase process
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Customer interaction and information sharing	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Approach prospective customers from leads given by supervisor/manager or through referral network to market the mutual funds</p> <p>PC2. Respond to new customers who approach organization for purchasing mutual funds</p> <p>PC3. Educate first-time prospective customers on mutual fund schemes and the functioning of the mutual fund market</p> <p>PC4. Inform the investor on the various schemes and products offered by the organization</p> <p>PC5. Use market analysis conducted to share market trends and insights into the mutual fund market</p>
Advise the customers on appropriate scheme	<p>PC6. Listen to prospective customer's needs and financial requirements to understand their financial goals</p> <p>PC7. Map the prospective customer's goals to appropriate mutual fund schemes available</p> <p>PC8. Suggest schemes and highlight their benefits and success factors</p> <p>PC9. Provide details of the suggested mutual fund scheme's past and projected performance</p> <p>PC10. Conduct a risk profiling of prospective customer to verify if their risk appetite is in line with the mutual fund scheme's risk rating</p> <p>PC11. Disclose details of discussed schemes including risk level of the investment options</p> <p>PC12. Calculate dividends and other payments receivable to customer for suggested product</p> <p>PC13. Provide customer with brochures and documents outlining the mutual fund scheme</p> <p>PC14. Inform the customer about investment approach and risk control in simple terms.</p> <p>PC15. Explain the terms and conditions of the mutual fund and commissions received for the scheme</p> <p>PC16. Explain circumstances and implications in the case of an early termination, if applicable</p> <p>PC17. Disclose if investment includes derivatives and respond to any queries on the</p>

Market and Sell Mutual Funds

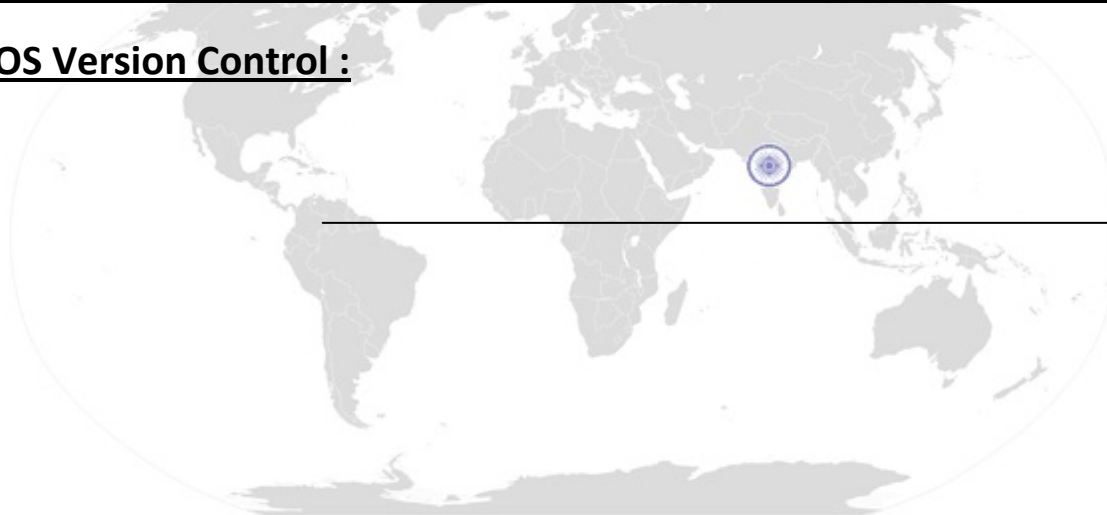
	same the prospective customer may have
Initiate fund purchase	<p>PC18. Receive approval from customer for purchasing the fund and initiate the purchase process</p> <p>PC19. Explain the process of purchasing the mutual fund, the documents required and processing timelines to the customer</p>
General/ Administrative	<p>PC20. Prepare reports on number mutual funds sold and submit to supervisor/manager</p> <p>PC21. Prepare internal reports on number of leads converted into sales</p> <p>PC22. Discuss with supervisor/manager to set or update sales/revenue targets</p> <p>PC23. Share insights regarding possible poor performance of organization's mutual funds with supervisors for addressal</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Types of Mutual fund schemes, their characteristics and structure</p> <p>KA2. Products similar to mutual funds and mutual funds schemes offered by other organizations</p> <p>KA3. Procedure to obtain marketing material like brochures, pamphlets etc. from marketing team</p> <p>KA4. Factors influencing mutual funds' performance</p> <p>KA5. Marketing techniques to sell to different types of prospective customers</p> <p>KA6. The composition of risk involved with various schemes and risk compliance procedures for the same</p> <p>KA7. Forms and documents required for mutual fund purchase application</p> <p>KA8. Terms and conditions for different mutual fund schemes</p> <p>KA9. Accepted payment methods and processes for making payments</p> <p>KA10. Escalation matrix for unresolved problems</p> <p>KA11. All laws and legal regulations relevant to mutual funds</p> <p>KA12. Secondary data sources for obtaining market information</p> <p>KA13. Tax and tax related regulations relevant to mutual funds</p> <p>KA14. Functions of the national financial and regulatory authorities with regards to mutual funds</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. Methods to evaluate mutual fund schemes</p> <p>KB2. Methods to identify prospective customer segments</p> <p>KB3. Accounting, Financial and Economic concepts used for evaluating mutual funds and assess customer's financial requirements</p> <p>KB4. Methods to profile risk appetite of prospective customers</p> <p>KB5. Methods to map customer requirements with schemes offered by organization</p> <p>KB6. Method of accounting and understanding structure of mutual funds</p> <p>KB7. IT and computer operations and procedures required for research</p> <p>KB8. Methods to analyze risk factor of various mutual funds and similar products</p> <p>KB9. Methods to comprehend impact of various economic and financial factors on mutual fund market</p> <p>KB10. Ability to quantify various risk factors and its impact on funds</p> <p>KB11. Methods of calculating returns, annual growth rate & NAV and other accounting formulae that help determine returns of mutual fund schemes</p> <p>KB12. Methods to compute various ratios to calculate risk-adjusted returns</p>



Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to: SA1. Prepare reports/ summaries of research SA2. Fill in online forms and paperwork for conducting research on databases and other information sources
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. Read and understand organization procedures and guidelines. SA4. Read and understand regulatory authorities guidelines and rules for mutual fund schemes SA5. Read and understand circulars issued for notifying changes in norms and conditions for mutual fund schemes by SEBI or other regulatory authorities
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA6. Listen to customer requirements to understand their needs and suggest appropriate schemes. SA7. Communicate with customers in a clear and respectable manner SA8. Communicate with peers and supervisors for clarifications and knowledge sharing in a clear and effective manner
	B. Professional Skills
	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. Determine which mutual fund schemes to offer to customers SB2. Decide on appropriate risk profiling methods to determine risk appetite of customers
	Organizational Skills
	The user/individual on the job needs to know and understand how to: SB3. Schedule meetings with prospective customers to inform them of mutual fund schemes SB4. Share knowledge acquired with peers and subordinates
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB5. Address customer grievances and technical or administrative problems and escalate those issues beyond one's role.
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB6. Determine best possible schemes given customer's financial status and needs SB7. Analyze and monitor mutual fund performance to keep customers and supervisors informed
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB8. Exercise judgment in unforeseen situations which preserve company values and are in line with organizational guidelines SB9. Consistently obtain feedback and improve their performance

NOS Code	BSC / N 0602		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]	Level 4	Version number	.01
Industry	Banking, Financial Services and Insurance (BFSI)	Drafted on	07/08/2013
Industry Sub-sector	Non-Banking Financial Services	Last reviewed on	30/08/2013
Occupation	Financial Services	Next review date	01/03/2014

NOS Version Control :



National Occupational Standard



Overview

To assist with the application process for the purchase of mutual funds.

Unit Code	N 0603
Unit Title (Task)	Assist with Purchase of Mutual Funds
Description	This OS unit is about assisting with the application process for purchasing mutual funds.
Scope	<p>The unit/ task covers the following:</p> <ul style="list-style-type: none"> Assist customer with the application process for purchasing the mutual fund Collect and ensure payments are processed at the bank/organization Deliver proof of purchase and plan follow-up sessions
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Customer assistance in fund purchase	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Provide Customer/Investor with forms required for application for purchase of the mutual fund</p> <p>PC2. Assist Investor in filling in the required forms and obtaining necessary documents for processing the purchase</p> <p>PC3. Explain the payment process and accepted payment methods to the customer</p>
Ensure payment processing	<p>PC4. Complete purchase process by collecting payment through accepted channels such as cheque demand draft, online transfer</p> <p>PC5. Submit the application forms and payment collected to the processing team at the bank/organization</p> <p>PC6. Provide customer with acknowledgement of application and payment received</p> <p>PC7. Receive notification from processing team if payment has been successful</p> <p>PC8. Assist the investor and resolve any issue in the case of rejection of payment</p>
Certificate delivery and follow up session	<p>PC9. Collect mutual fund certificate from the bank/organization</p> <p>PC10. Deliver mutual fund certificate to investor</p> <p>PC11. Upload purchase history and investor details into the information system or records maintained by the organization</p> <p>PC12. Plan periodic follow-up sessions with customer if required</p>
General/ Administrative	<p>PC13. Prepare reports on processed mutual fund applications and certificates delivered</p> <p>PC14. Discuss with supervisor/manager to set or update sales/revenue targets</p> <p>PC15. Share insights regarding possible poor performance of organization's mutual funds with supervisors for addressal</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company /	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Types of Mutual fund schemes, their characteristics and structure</p> <p>KA2. Products similar to mutual funds and mutual funds schemes offered by other organizations</p>

Assist with Purchase of Mutual Funds

<p>organization and its processes)</p>	<p>KA3. Factors influencing mutual funds' performance KA4. Procedure to contact existing customers for market feedback as a part of research KA5. The composition of risk involved with various schemes and risk compliance procedures for the same KA6. Accepted payment methods and processes for making payments KA7. Escalation matrix for unresolved problems KA8. All laws and legal regulations relevant to mutual funds KA9. Secondary data sources for obtaining market information KA10. Tax and tax related regulations relevant to mutual funds KA11. Procedure for application process and KA12. Functions of the national financial and regulatory authorities with regards to mutual funds</p>
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. Methods to evaluate mutual fund schemes KB2. Procedure for application process KB3. Accounting, Financial and Economic concepts used for evaluating mutual funds and conducting market research KB4. Method of accounting and understanding structure of mutual funds KB5. IT and computer operations and procedures required for research KB6. Methods to analyze risk factor of various mutual funds and similar products KB7. Methods to comprehend impact of various economic and financial factors on mutual fund market KB8. Ability to quantify various risk factors and its impact on funds KB9. Methods of calculating returns, annual growth rate & NAV and other accounting formulae that help determine returns of mutual fund schemes KB10. Methods to compute various ratios to calculate risk-adjusted returns</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. Prepare reports/ summaries of research SA2. Fill in online forms and paperwork for conducting research on databases and other information sources</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Read and understand organization procedures and guidelines. SA4. Read and understand regulatory authorities guidelines and rules for mutual fund schemes SA5. Read and understand circulars issued for notifying changes in norms and conditions for mutual fund schemes by SEBI or other regulatory authorities</p> <p>Oral Communication (Listening and Speaking skills)</p>

Assist with Purchase of Mutual Funds

	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. Listen to market news and customer feedback to understand the mutual fund market.</p> <p>SA7. Communicate with peers and supervisors for clarifications and knowledge sharing in a clear and effective manner</p>
B. Professional Skills	Decision Making
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB10. Determine which mutual fund schemes to offer to customers</p> <p>SB1. Decide on appropriate risk profiling methods to determine risk appetite of customers</p>
	Organizational Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB11. Schedule meetings with prospective customers to inform them of mutual fund schemes</p> <p>SB2. Share knowledge acquired with peers and subordinates</p>
	Problem Solving
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Address customer grievances and technical or administrative problems and escalate those issues beyond one's role.</p>
	Analytical Thinking
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB12. Determine best possible schemes given customer's financial status and needs</p> <p>SB4. Analyze and monitor mutual fund performance to keep customers and supervisors informed</p>
Critical Thinking	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB13. Exercise judgment in unforeseen situations which preserve company values and are in line with organizational guidelines</p> <p>SB5. Consistently obtain feedback and improve their performance</p>	

NOS Code	BSC / N 0603		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]	Level 4	Version number	.01
Industry	Banking, Financial Services and Insurance (BFSI)	Drafted on	07/08/2013
Industry Sub-sector	Non-Banking Financial Services	Last reviewed on	30/08/2013
Occupation	Financial Services	Next review date	01/03/2014

NOS Version Control :





National Occupational Standard

Overview

To perform after-sale activities and provide support services.

Unit Code	N 0604
Unit Title (Task)	Perform After Sale Activities
Description	This OS unit is about performing after sale activities
Scope	<p>The unit/ task covers the following:</p> <ul style="list-style-type: none"> • Develop long-term relationships with customers • Respond to customer queries and clarifications and advise the customers on existing product and new schemes • Assist in termination of investment
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Relationship Building	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Build and maintain long-term relationships with customers</p> <p>PC2. Plan and execute regular follow-up visits with customer to periodically review customers financial goals</p>
Advising the customer and resolving queries	<p>PC3. Respond to any customer queries or clarifications regarding the performance of the mutual fund</p> <p>PC4. Inform customers of any change in performances that might impact their investment</p> <p>PC5. Provide post-sale customer services such as delivering forms for change of address, delivering payments, setting-up automatic updates etc.</p> <p>PC6. Maintain shareholder account statements and financial documents released and update the customers on the same.</p> <p>PC7. Re-map customer requirements according to their current financial status offer additional schemes if needed</p> <p>PC8. Assist customers with managing their risk with respect to the funds invested prior to acquisition</p>
Assistance in investment termination	<p>PC9. Assist in the termination process when customers wish to close their investment before the tenure of the fund is complete</p> <p>PC10. Submit the termination request and obtain all the documents necessary for the same from the customer</p> <p>PC11. Process the cancellation of the mutual fund certificate once termination process is complete</p>

Perform After Sale Activities

	<p>PC12. Process payments in case the term of the mutual fund is also complete or extend the investment period further according to customers instructions</p>
<p>General/ Administrative</p>	<p>PC13. Prepare reports on status of funds held by customers</p> <p>PC14. Prepare reports on number funds terminated early</p> <p>PC15. Update information of customer into the digital system/records, if applicable</p> <p>PC16. Discuss with supervisor/manager to set or update sales/revenue targets</p> <p>PC17. Share insights regarding possible poor performance of organization’s mutual funds with supervisors for addressal</p>
<p>Knowledge and Understanding (K)</p>	
<p>A. Organizational Context (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Types of Mutual fund schemes, their characteristics and structure</p> <p>KA2. Products similar to mutual funds and mutual funds schemes offered by other organizations</p> <p>KA3. Factors influencing mutual funds’ performance</p> <p>KA4. Procedure to contact existing customers for market feedback as a part of research</p> <p>KA5. The composition of risk involved with various schemes and risk compliance procedures for the same</p> <p>KA6. Accepted payment methods and processes for making payments</p> <p>KA7. Escalation matrix for unresolved problems</p> <p>KA8. All laws and legal regulations relevant to mutual funds</p> <p>KA9. The process and documents required in the case of early termination</p> <p>KA10. Organizations’ policy of privacy & discretion when dealing with customer’s personal information.</p> <p>KA11. Organization format and standards set for representation of data and analysis</p> <p>KA12. Secondary data sources for obtaining market information</p> <p>KA13. Tax and tax related regulations relevant to mutual funds</p> <p>KA14. Functions of the national financial and regulatory authorities with regards to mutual funds</p>
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. Methods to evaluate mutual fund schemes</p> <p>KB2. Accounting, Financial and Economic concepts used for evaluating mutual funds and conducting market research</p> <p>KB3. Method of accounting and understanding structure of mutual funds</p> <p>KB4. Technique to evaluate the change in customer risk pattern and offer products accordingly</p> <p>KB5. IT and computer operations and procedures required for research</p> <p>KB6. Methods to analyze risk factor of various mutual funds and similar products</p> <p>KB7. Techniques to diversify the risk while purchasing additional funds.</p> <p>KB8. Ability to quantify various risk factors and its impact on funds</p> <p>KB9. Methods of calculating returns, annual growth rate & NAV and other accounting formulae that help determine returns of mutual fund schemes</p> <p>KB10. Methods to compute various ratios to calculate risk-adjusted returns</p>

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	<p>KB11. Method to use various performance ratios in order determines appropriate results.</p> <p>KB12. Techniques to calculate impact based on market insights, news articles, and trend patterns Eg. CEO leaving the organization, monsoon reason on crops, etc.</p> <p>KB13. Techniques to comprehend impact of various economic and financial factors on mutual fund market</p>
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to:
	SA1. Prepare reports/ summaries of research
	SA2. Fill in online forms and paperwork for conducting research on databases and other information sources
	SA3. Document conversations and decisions made with customer.
	Reading Skills
	The user/individual on the job needs to know and understand how to:
	SA4. Read and understand organization procedures and guidelines. SA5. Read and understand regulatory authorities guidelines and rules for mutual fund schemes SA6. Read and understand circulars issued for notifying changes in norms and conditions for mutual fund schemes by SEBI or other regulatory authorities
Oral Communication (Listening and Speaking skills)	
The user/individual on the job needs to know and understand how to:	
SA7. Listen to market news and customer feedback to understand the mutual fund market. SA8. Communicate with peers and supervisors for clarifications and knowledge sharing in a clear and effective manner	
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to:
	SB1. Determine which mutual fund schemes and similar funds to monitor to draw out insights
	SB2. Decide on appropriate research methods and data sources to use for conducting research
	Organizational Skills
	The user/individual on the job needs to know and understand how to:
	SB3. Plan research schedule in a manner such that it doesn't affect other tasks to be performed
	SB4. Share knowledge acquired with peers and subordinates
Problem Solving	
The user/individual on the job needs to know and understand how to:	
SB5. Address technical or administrative problems and escalate those issues beyond one's role.	
Analytical Thinking	
The user/individual on the job needs to know and understand how to:	
SB6. Analyze trends from industry reports, financial forecasts etc. SB7. Use market analyses and mutual fund features to determine prospective customer profile	

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	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB8. Exercise judgment in unforeseen situations which preserve company values and are in line with organizational guidelines SB9. Consistently obtain feedback and improve their performance

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