

ESTABLISHMENT OF CALL CENTRE FOR TRACKING OF CANDIDATES UNDER ESTP

ADVISORY NOTE

1. Existing DAY-NULM guidelines on post placement tracking of candidates:

As per the amendments to the ESTP guidelines dated 13th July 2017, Clause 2A - *“The details of all the candidates of a batch must be fed into the MIS to qualify as successful tracking of the candidates. All trainees (applicable for candidates placed both in wage employment and self-employment) are to be tracked (once every month) for a period of 12 months in case of fresh entrants and 14 months in case of reskilling and upskilling candidates from the date of completion/certification of training with respect to their career progression, retention and other parameters.”*

2. Recommendations and suggestive operational model of Call Centre:

To facilitate tracking of the candidates, grievance management and information dissemination on DAY-NULM skill training programs, it is advised that all State Urban Livelihood Missions should establish a **Call Centre** at the SULM head office. The functions and operational guidelines for establishing Call Centre is described below:

2.1. Services offered by the Call Centre: The 8 hrs/6 days a week, Call Centre shall carry out the following functions:

- ✚ Validation of the certified candidates' data
- ✚ Tracking of placed candidates on parameters and timelines as indicated in the ESTP guidelines
- ✚ Grievance management of candidates and training providers
- ✚ Response to generic queries of the prospective trainees interested in DAY-NULM skill training programs
- ✚ Detailed diagnosis of the feedback received from the dissatisfied candidates through PARAS

2.2. Infrastructure:

<u>Hardware</u>	<u>Software</u>
<ul style="list-style-type: none"> ✚ A local area network (LAN) for the Call Centre ✚ Desktop computers for agents/call operators ✚ An automatic call distributor for call routing to specific operators or terminals ✚ Voice recording and messaging systems 	<ul style="list-style-type: none"> ✚ Customer relationship management systems ✚ Call Centre interface
<u>Communication Channel</u>	

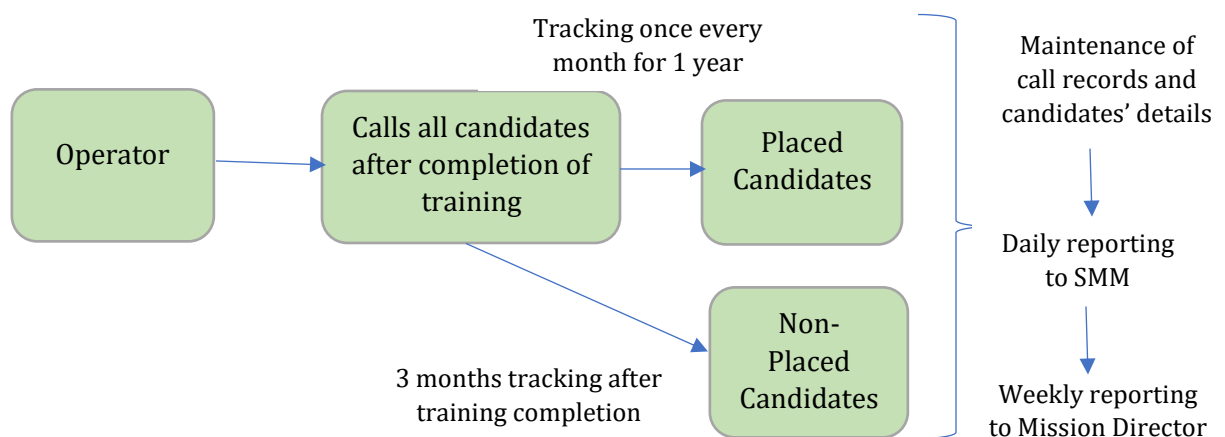
- ✚ State wide helpline number/toll free number
- ✚ Common mail id to facilitate email exchanges

2.3. Manpower:

It is advised that atleast a two-member 8 hrs/6 days Call Centre to be established in every state. State can increase the number of call operators based on the quantum of the calls. It is suggested that atleast one operator in available to handle a quantum of 1,000 calls in a month.

2.4. Suggested process flow:

2.4.1. Candidate verification post certification and placement verification:



The operator makes calls to every trainee after the completion of their training to validate their credentials, assessment/certification and employment status. The placed candidates from the batch will be tracked once every month for a period of one year. Non-placed candidates are continued to be tracked for a period of 3 months after the completion of their training. Operator shall maintain the records of the tracking on the system and shall report the progress to the SMMs, daily. The progress and issues are also reported to the Mission Director on a weekly basis.

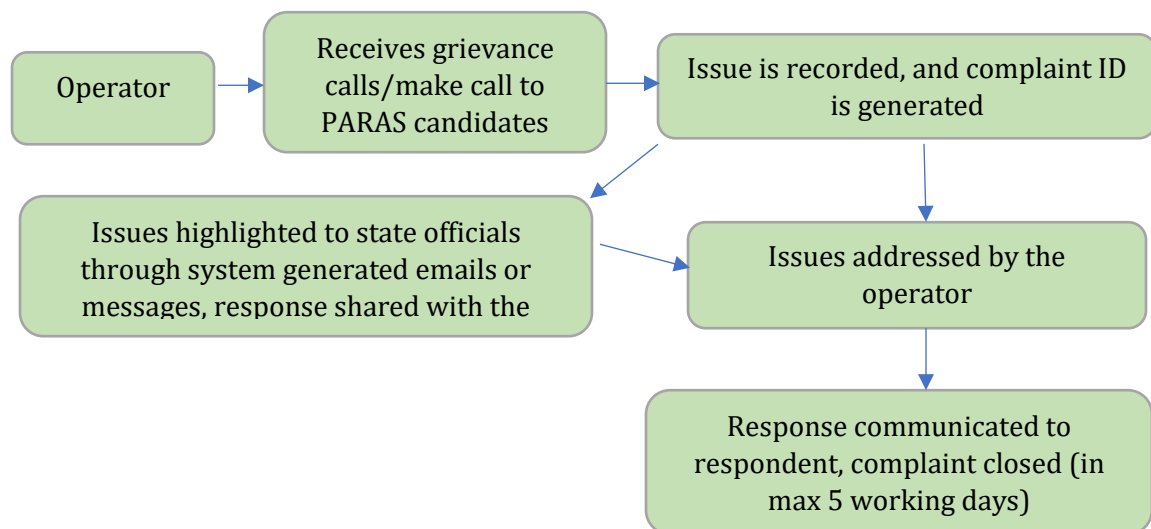
Critical parameters to be tracked in the tracking exercise:

- ✚ Validation of the candidates' identity and details post training
- ✚ Assessment and certification status of the candidates post training
- ✚ Placement status and nature of employment (wage or self)
- ✚ Placement in the same trade under which the training was imparted
- ✚ Placement should be within 3 months of the completion of training
- ✚ Once placed, remuneration/incremental remuneration per month, of the candidate
- ✚ Whether the candidate continues to work in the same or higher job role till end of the tracking period (whether with the same or different employer)

- ✚ If there are periods of unemployment between two different jobs, duration of such gaps and reason for leaving earlier job without having a job in hand

2.4.2. Grievance management and PARAS calls:

Operator will receive grievance calls from the candidates/training providers and will also make calls to the dissatisfied candidates identified through PARAS. During the interaction, operator shall record the details of the issues in the system and provide a complaint id to the candidate/TP. Issues which can be dealt by the operator themselves are closed immediately. However, if issues require intervention from state officials, in such case complaint is transferred to the State Mission Manager (SMM) and Mission Director through email or system generated message. After the redressal of the issues, response is communicated to the candidate/TP and complaint is closed. The Mission Directors are advised to review the closure status of the complaints on a fortnightly basis.



2.5. Scope of the Call Centre

The scope of the Call Centre can be widened to other components of the DAY-NULM, as identified by the State.