Contents

What are National Occupational Standards (NOS)?

➢ NOS describe what individuals need to do, know and understand in order to carry out a particular job role or function

➢ NOS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

Introduction

Qualifications Pack- CRM Domestic Non-Voice

SECTOR: IT-ITES

SUB-SECTOR: Business Process Management

OCCUPATION: Customer Relationship Management

REFERENCE ID: SSC/Q2211

ALIGNED TO: NCO-2015/5244.0201

Domestic Non- Voice in the IT-ITeS Industry is also known as a Customer Service Associate, Customer Service Representative, Customer Care Executive, Customer Service Advisor, Helpdesk Coordinator, Customer Support Representative, Support Engineer, Support Consultant, Process Associate-Transaction etc.

Brief Job Description: Individuals at this job are responsible for resolving queries and customer cases over web-chat or email. They form the primary layer of contact with the customer and responses may be made on either preexisting email templates or customized mails to the query requirement.

Personal Attributes: This job requires the individual to either work independently or collaboratively in teams to resolve customer queries effectively. The individual should possess excellent communication skills and should be willing to take up a desk-based job with long hours.

Job Details

Qualifications Pack Code	SSC/Q2211		
Job Role	CRM Domestic Non- Voice		
Credits (NSQF)	TBD	Version number	1.0
Sector	IT-ITeS	Drafted on	30/04/2013
Sub-sector	Business Process Management	Last reviewed on	31/01/2015
Occupation	Customer Relationship Management	Next review date	31/03/2016
NSQC Clearance on	19/05/2015		

Job Role	CRM Domestic Non-Voice (Customer Service Associate, Customer Service Representative, Customer Care Executive, Customer Service Advisor, Helpdesk Coordinator, Customer Support Representative, Support Engineer, Support Consultant Process Associate- Transaction)
Role Description	Individuals at this job are responsible for resolving queries and customer cases over web-chat or email.
NSQF level Minimum Educational Qualifications Maximum Educational Qualifications	4 10th
Training (Suggested but not mandatory)	Training programs in customer orientation, dealing with difficult customers, written communication etc.
Minimum Job Entry Age	18 years
Experience	0-1 years of work experience/internship in customer service roles
Applicable National Occupational Standards (NOS)	**Compulsory:** 1. SSC/N3021 (Deal remotely with customer queries - Domestic) 2. SSC/N9001 (Manage your work to meet requirements) 3. SSC/N9003 (Maintain a healthy, safe and secure working environment) **Optional:** Not Applicable
Performance Criteria	As described in the relevant OS units

Glossary of Key Terms

|	Keywords /Terms	Description
Definitions	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.
	Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
	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.
	Sub-functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.
	Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
	Occupational Standards (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.
	National Occupational Standards (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(QP)	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 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.
	Description	Description gives a short summary of the unit content. This would be

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		helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
	Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
	Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
	Organisational Context	Organisational Context includes the way the organisation 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/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.
	Helpdesk	Helpdesk is an entity to which the customers will report their IT problems. IT Service Helpdesk Attendant is responsible for managing the helpdesk.
Acronyms	**Keywords /Terms**	**Description**
	IT-ITeS	Information Technology - Information Technology enabled Services
	BPM	Business Process Management
	BPO	Business Process Outsourcing
	KPO	Knowledge Process Outsourcing
	LPO	Legal Process Outsourcing
	IPO	Information Process Outsourcing
	BCA	Bachelor of Computer Applications
	B.Sc.	Bachelor of Science
	OS	Occupational Standard(s)
	NOS	National Occupational Standard(s)
	QP	Qualifications Pack
	UGC	University Grants Commission
	MHRD	Ministry of Human Resource Development
	MoLE	Ministry of Labour and Employment
	NVEQF	National Vocational Education Qualifications Framework
	NVQF	National Vocational Qualifications Framework
	NSQF	National Skill Qualification Framework

National Occupational Standard
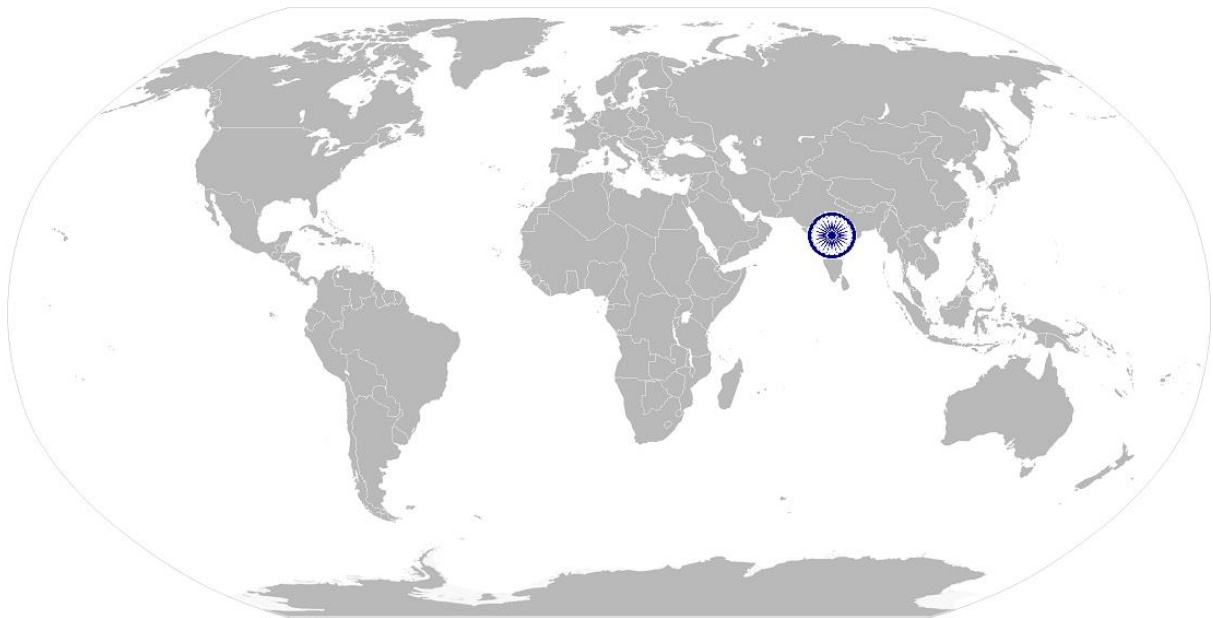
<u>**Overview**</u>

This unit is about dealing with queries received from customers by e-mail or chat.

SSC/N3021   Deal remotely with customer queries - Domestic

Unit Code	**SSC/N3021**
Unit Title (Task)	**Deal remotely with customer queries (Domestic)**
Description	This unit is about dealing with queries received from customers by e-mail or chat.
Scope	This unit/task covers the following: **Customers**: • internal • external **Queries** received by: • e-mail • chat **Appropriate people**: • supervisor • other members of your team • subject matter experts
Performance Criteria (PC) w.r.t. the Scope	
	To be competent, you must be able to: PC1. greet customers and verify their details, following your organization's procedures PC2. read carefully, summarize, and obtain **customer** confirmation of, your understanding of queries PC3. express your concern for any difficulties caused and your commitment to resolving queries PC4. record and categorize queries accurately using your organization's query management tool PC5. refer queries outside your area of competence or authority promptly to **appropriate people** PC6. access your organization's knowledge base for solutions to queries, where available PC7. resolve queries within your area of competence or authority in line with organizational guidelines and service level agreements (SLAs) PC8. obtain advice and guidance from **appropriate people**, where necessary PC9. obtain confirmation from **customers** that queries have been resolved to their satisfaction PC10. record the resolution of queries accurately using your organization's query management tool PC11. comply with relevant standards, policies, procedures and guidelines when dealing remotely with **customer** queries
Knowledge and Understanding (K)	
A. Organizational Context	You need to know and understand: KA1. your organization's standards, policies, procedures, guidelines and service level agreements for dealing with customer queries and your role and

SSC/N3021   **Deal remotely with customer queries - Domestic**

(Knowledge of the company/ organization and its processes)	responsibilities in relation to these
	KA2. your organization's management tools and systems for recording, categorizing and resolving customer queries
	KA3. your organization's customer relationship management (CRM) tools and systems and how to use these
	KA4. the importance of documenting, classifying and prioritizing customer queries
	KA5. your organization's knowledge base and how to use this to identify solutions
	KA6. where to refer queries outside your authority
	KA7. who to seek advice and guidance from
	KA8. the importance resolving customer queries
	KA9. standard tools, templates and scripts available for dealing with customer queries
	KA10. limits of your role and responsibilities in relation to customer queries
	KA11. the importance of keeping customers informed about timescales for progress and resolution of customer queries
	KA12. typical response times for customer queries and the importance of these
B. Technical Knowledge	You need to know and understand:
	KB1. relevant standards, policies, procedures and guidelines that apply when dealing with customer queries
	KB2. relevant product reference guides or support materials to resolve queries
	KB3. common types of customer queries and how to resolve them
	KB4. different styles and approaches when working with customers
	KB5. techniques for conveying concern and commitment
	KB6. different questioning techniques for understanding customer queries
	KB7. issues that may affect customer satisfaction and how to deal with these
	KB8. current practice in customer service

Skills (S)

A. Core Skills/ Generic Skills	**Writing Skills**
	You need to know and understand how to:
	SA1. communicate with others in writing
	SA2. complete accurate well written work with attention to detail
	Reading Skills
	You need to know and understand how to:
	SA3. read instructions, guidelines, procedures, rules and service level agreements
	Oral Communication (Listening and Speaking skills)
	You need to know and understand how to:
	SA4. listen effectively and orally communicate information accurately
	SA5. ask for clarification and advice from others
B. Professional Skills	**Decision Making**

SSC/N3021   **Deal remotely with customer queries - Domestic**

	You need to know and understand how to:
	SB1. make a decision on a suitable course of action
	SB2. follow rule-based decision-making processes
	Plan and Organize
	You need to know and understand how to:
	SB3. plan and organize your work to achieve targets and deadlines
	Customer Centricity
	You need to know and understand how to:
	SB4. build and maintain positive and effective relationships with customers
	SB5. work effectively in a customer facing environment
	SB6. deliver consistent and reliable service to customers
	SB7. check that your own work meets customer requirements
	SB8. carry out rule-based transactions in line with customer-specific guidelines, procedures, rules and service level agreements
	Problem Solving
	You need to know and understand how to:
	SB9. apply problem-solving approaches in different situations
	SB10. seek clarification on problems from others
	Analytical Thinking
	You need to know and understand how to:
	SB11. pass on relevant information to others
	SB12. analyze data and activities
	Critical Thinking
	You need to know and understand how to:
	SB13. apply balanced judgments to different situations
	Attention to Detail
	You need to know and understand how to:
	SB14. check your work is complete and free from errors
	Team Working
	You need to know and understand how to:
	SB15. work effectively in a team environment
	SB16. work independently and collaboratively
C. Technical Skills	You need to know and understand how to:
	SC1. use information technology effectively to input and/or extract data accurately
	SC2. store and retrieve information
	SC3. identify and refer anomalies in data
	SC4. keep up to date with changes, procedures and practices in your role

SSC/N3021   **Deal remotely with customer queries - Domestic**
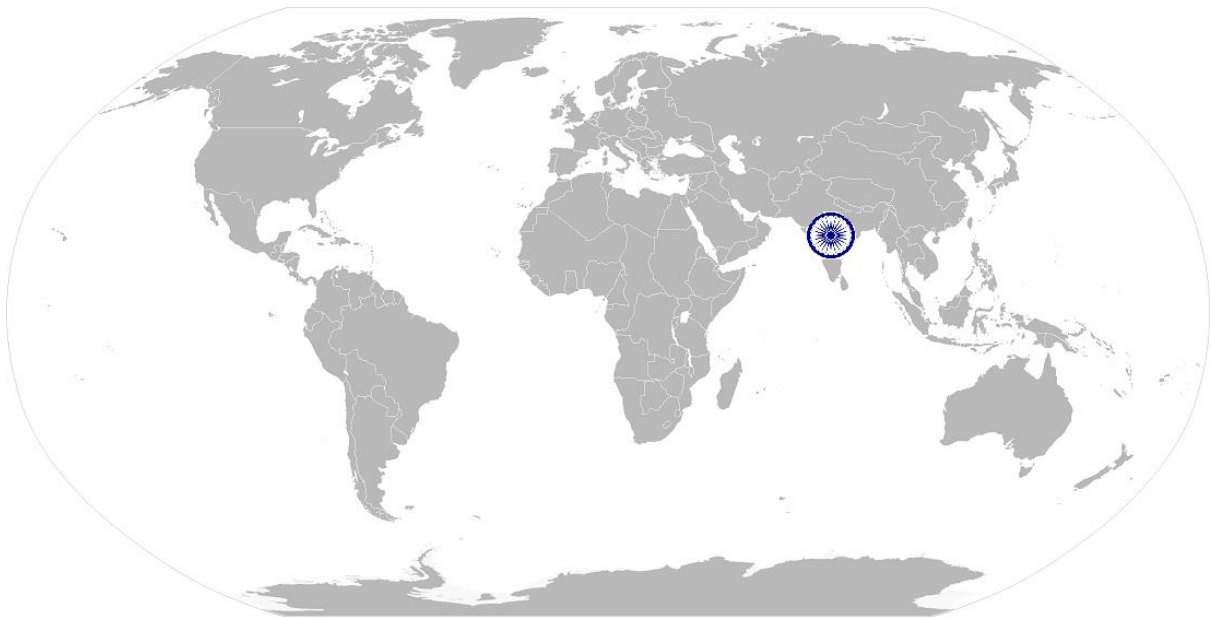
NOS Version control

NOS Code	SSC/N3021		
Credits (NSQF) [*OPTIONAL*]	TBD	Version number	1.0
Industry	IT-ITeS	Drafted on	30/04/2013
Industry Sub-sector	Business Process Management	Last reviewed on	31/01/2015
		Next review date	31/03/2016
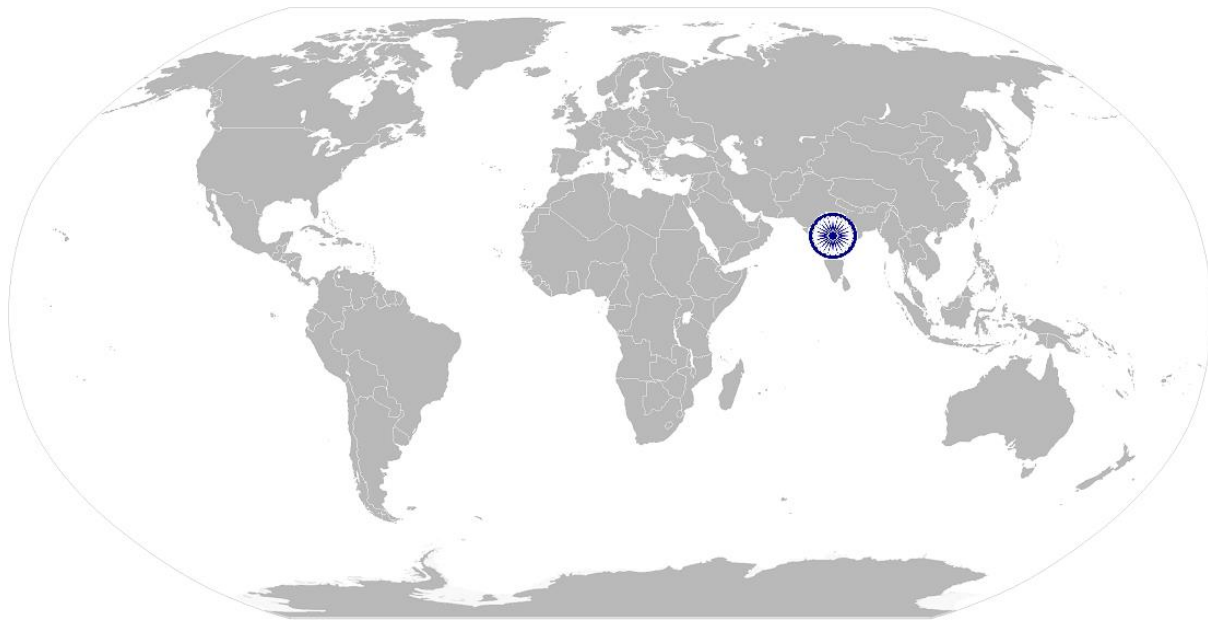
National Occupational Standard

<u>**Overview**</u>

This unit is about planning and organizing your work in order to complete it to the required standards on time

SSC/N9001 **Manage your work to meet requirements**

Unit Code	SSC/N9001
Unit Title (Task)	**Manage your work to meet requirements**
Description	This unit is about planning and organizing your work in order to complete it to the required standards on time.
Scope	This unit/task covers the following: **Work requirements**: • activities (what you are required to do) • deliverables (the outputs of your work) • quantity (the volume of work you are expected to complete) • standards (what is acceptable performance, including compliance with Service Level Agreements) • timing (when your work needs to be completed) **Appropriate people**: • line manager • the person requesting the work • members of the team/department • members from other teams/departments **Resources**: • equipment • materials • information

Performance Criteria (PC) w.r.t. the Scope

	To be competent on the job, you must be able to: PC1. establish and agree your **work requirements** with **appropriate people** PC2. keep your immediate work area clean and tidy PC3. utilize your time effectively PC4. use **resources** correctly and efficiently PC5. treat confidential information correctly PC6. work in line with your organization's policies and procedures PC7. work within the limits of your job role PC8. obtain guidance from **appropriate people**, where necessary PC9. ensure your work meets the agreed **requirements**

Knowledge and Understanding (K)

| A. **Organizational Context** (Knowledge of the company/ organization and its processes)	You need to know and understand: KA1. the organization's policies, procedures and priorities for your area of work and your role and responsibilities in carrying out your work KA2. the limits of your responsibilities and when to involve others KA3. your specific work requirements and who these must be agreed with KA4. the importance of having a tidy work area and how to do this KA5. how to prioritize your workload according to urgency and importance and the benefits of this

Applicable NOS Unit

SSC/N9001   **Manage your work to meet requirements**

	KA6. the organization's policies and procedures for dealing with confidential information and the importance of complying with these
	KA7. the purpose of keeping others updated with the progress of your work
	KA8. who to obtain guidance from and the typical circumstances when this may be required
	KA9. the purpose and value of being flexible and adapting work plans to reflect change
B. Technical Knowledge	You need to know and understand: KB1. the importance of completing work accurately and how to do this KB2. appropriate timescales for completing your work and the implications of not meeting these for you and the organization KB3. resources needed for your work and how to obtain and use these

Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	You need to know and understand how to: SA1. complete accurate work with attention to detail
	Reading Skills
	You need to know and understand how to: SA2. read instructions, guidelines/procedures
	Oral Communication (Listening and Speaking skills)
	You need to know and understand how to: SA3. ask for clarification and advice from line managers SA4. communicate orally with colleagues
B. Professional Skills	**Decision Making**
	You need to know and understand how to: SB1. make a decision on a suitable course of action
	Plan and Organize
	You need to know and understand how to: SB2. plan and organize your work to achieve targets and deadlines SB3. agree objectives and work requirements
	Customer Centricity
	You need to know and understand how to: SB4. deliver consistent and reliable service to customers SB5. check that your own work meets customer requirements
	Problem Solving
	You need to know and understand how to: SB6. refer anomalies to the line manager
	Analytical Thinking
	You need to know and understand how to: SB7. Provide relevant information to others
	Critical Thinking

SSC/N9001   **Manage your work to meet requirements**

	You need to know and understand how to: SB8. apply judgements to different situations
	Attention to Detail
	You need to know and understand how to: SB9. apply good attention to detail SB10. check your work is complete and free from errors SB11. get your work checked by peers
	Team Working
	You need to know and understand how to: SB12. work effectively in a team environment
C. Technical Skills	You need to know and understand how to: SC1. use information technology effectively, to input and/or extract data accurately SC2. identify and refer anomalies in data SC3. store and retrieve information SC4. keep up to date with changes, procedures and practices in your role
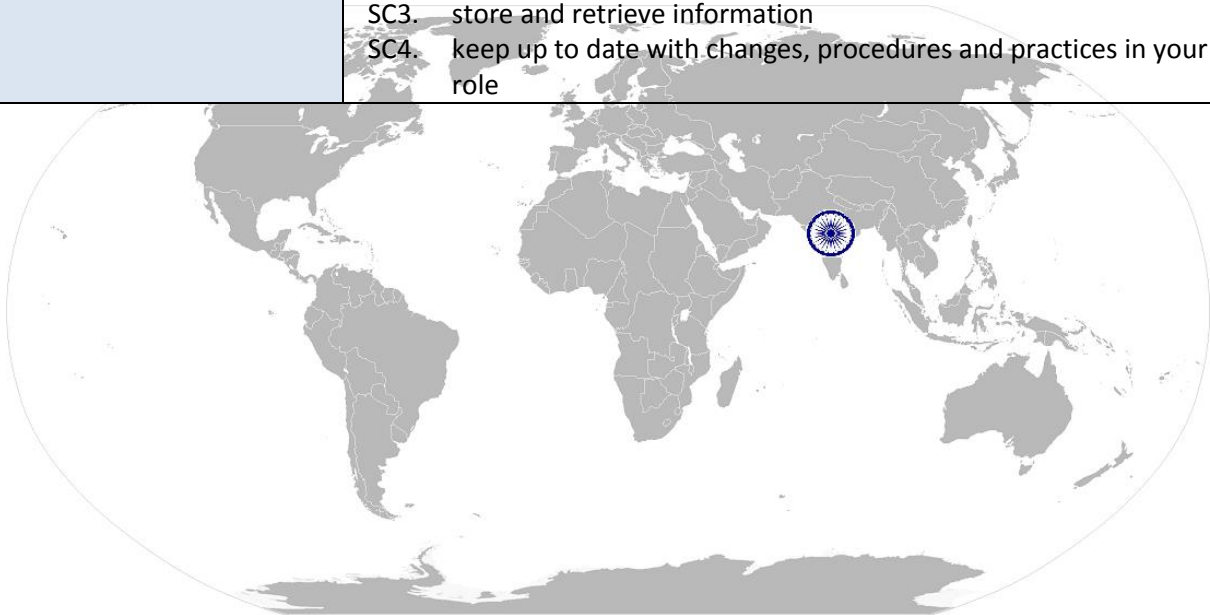
SSC/N9001   **Manage your work to meet requirements**
<u>NOS Version Control</u>

NOS Code			SSC/N9001	
Credits (NSQF) [*OPTIONAL*]	TBD		Version number	1.0
Industry	IT-ITeS		Drafted on	30/04/2013
Industry Sub-sector	Business Process Management		Last reviewed on	31/01/2015
			Next review date	31/03/2016
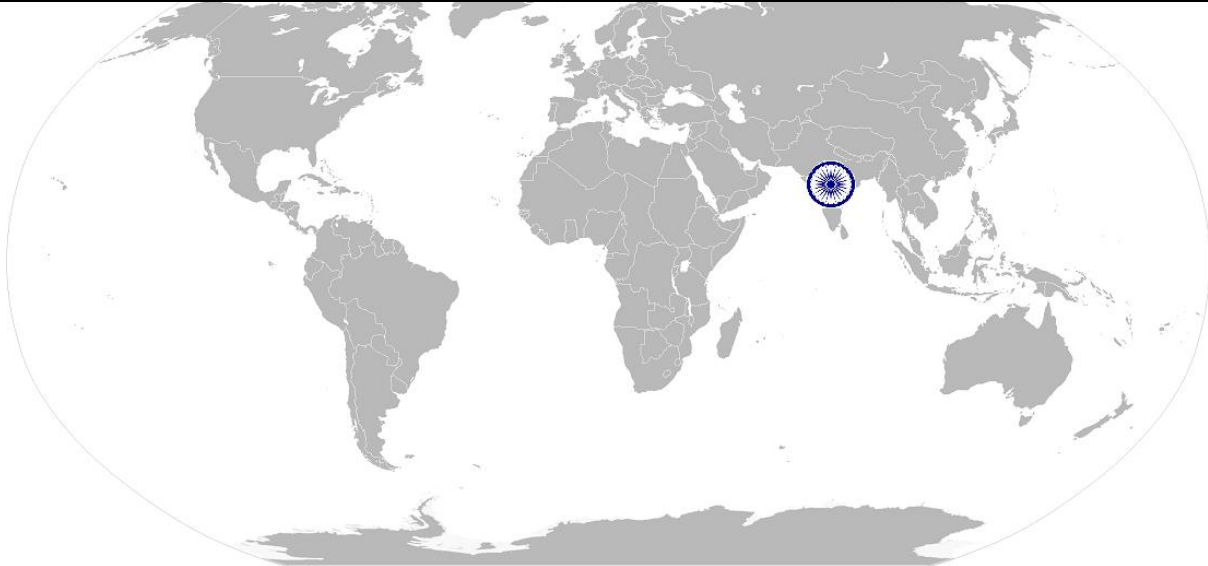
National Occupational Standard
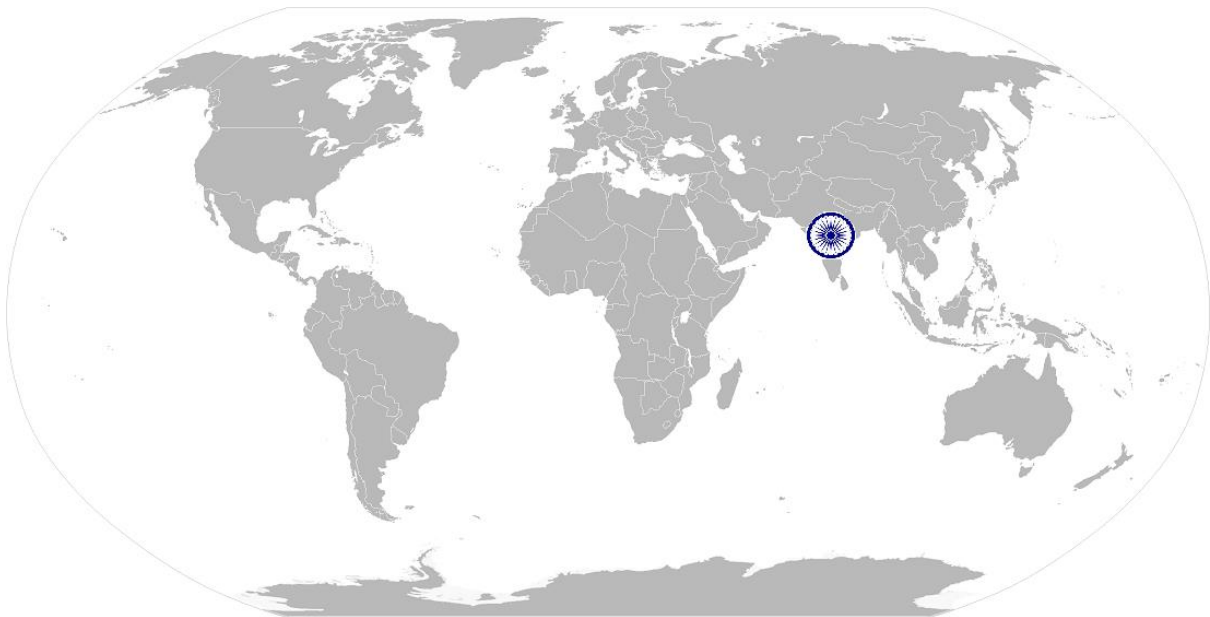
Overview

This unit is about monitoring the working environment and making sure it meets requirements for health, safety and security.

SSC/N9003   Maintain a healthy, safe and secure working environment

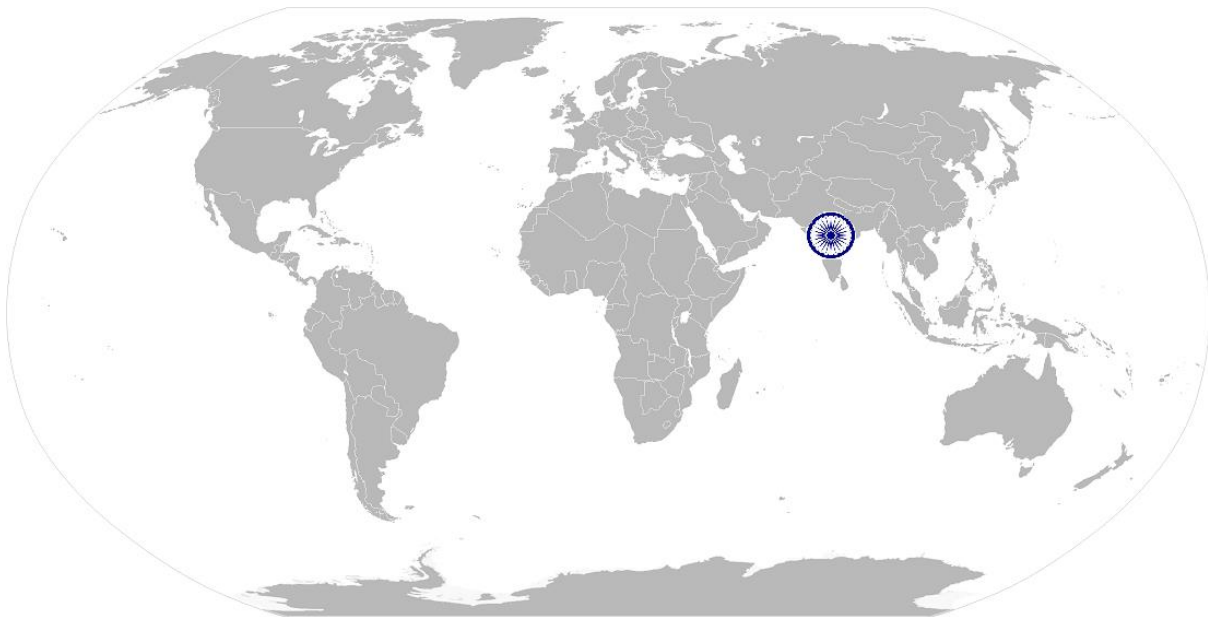| Unit Code	SSC/N9003
Unit Title (Task)	Maintain a healthy, safe and secure working environment
Description	This unit is about monitoring the working environment and making sure it meets requirements for health, safety and security.
Scope	This unit/task covers the following: Emergency procedures: • illness • accidents • fires • other reasons to evacuate the premises • breaches of security Resources(needed to achieve the unit objectives): • information • government agencies in the areas of safety, health and security and their norms and services
Performance Criteria (PC) w.r.t. the Scope	
	To be competent, you must be able to: PC1. comply with your organization's current health, safety and security policies and procedures PC2. report any identified breaches in health, safety, and security policies and procedures to the designated person PC3. identify and correct any hazards that you can deal with safely, competently and within the limits of your authority PC4. report any hazards that you are not allowed to deal with to the relevant person in line with organizational procedures and warn other people who may be affected PC5. follow your organization's emergency procedures promptly, calmly, and efficiently PC6. identify and recommend opportunities for improving health, safety, and security to the designated person PC7. complete any health and safety records legibly and accurately
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company/ organization and its processes)	You need to know and understand: KA1. legislative requirements and organization's procedures for health, safety and security and your role and responsibilities in relation to this KA2. what is meant by a hazard, including the different types of health and safety hazards that can be found in the workplace KA3. how and when to report hazards KA4. the limits of your responsibility for dealing with hazards KA5. the organisation's emergency procedures for different emergency situations and the importance of following these KA6. the importance of maintaining high standards of health, safety

		and security
	KA7.	implications that any non-compliance with health, safety and security may have on individuals and the organization
B. Technical Knowledge	You need to know and understand:
	KB1.	different types of beaches in health, safety and security and how and when to report these
	KB2.	evacuation procedures for workers and visitors
	KB3.	how to summon medical assistance and the emergency services, where necessary
	KB4.	how to use the health, safety and accident reporting procedures and the importance of these

Skills (S)

A. Core Skills/ Generic Skills	**Writing Skills**
	You need to know and understand how to:
	SA1. complete accurate, well written work with attention to detail
	Reading Skills
	You need to know and understand how to:
	SA2. read instructions, guidelines/procedures/rules
	Oral Communication (Listening and Speaking skills)
	You need to know and understand how to:
	SA3. listen effectively and orally communicate information accurately
B. Professional Skills	**Decision Making**
	You need to know and understand how to:
	SB1. make a decision on a suitable course of action or response
	Plan and Organize
	You need to know and understand how to:
	SB2. plan and organize your work to achieve targets and deadlines
	Customer Centricity
	You need to know and understand how to:
	SB3. build and maintain positive and effective relationships with colleagues and customers
	Problem Solving
	You need to know and understand how to:
	SB4. apply problem solving approaches in different situations
	Analytical Thinking
	You need to know and understand how to:
	SB5. analyse data and activities
	Critical Thinking
	You need to know and understand how to:
	SB6. apply balanced judgements to different situations
	Attention to Detail
	You need to know and understand how to:
	SB7. apply good attention to detail
	SB8. check your work is complete and free from errors
	SB9. get your work checked by peers

SSC/N9003   **Maintain a healthy, safe and secure working environment**

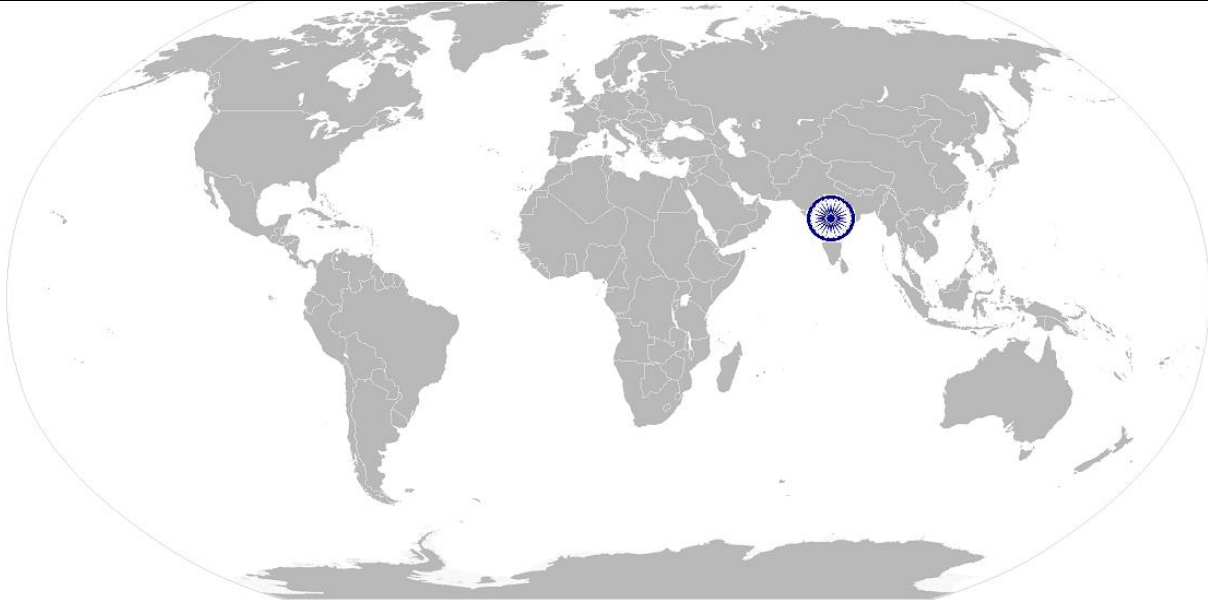|		
	Team Working	
	You need to know and understand how to:	
	SB10. work effectively in a team environment	
C. Technical Skills	You need to know and understand how to:	
	SC1. identify and refer anomalies	
	SC2. help reach agreements with colleagues	
	SC3. keep up to date with changes, procedures and practices in your role	

SSC/N9003   **Maintain a healthy, safe and secure working environment**

<u>NOS Version Control</u>

NOS Code	SSC/N9003		
Credits (NSQF) [*OPTIONAL*]	TBD	**Version number**	1.0
Industry	IT-ITeS	**Drafted on**	30/04/2013
Industry Sub-sector	Business Process Management	**Last reviewed on**	31/01/2015
		Next review date	31/03/2016

Qualifications Pack

9 characters
SSC/Q0101

SSC denoting **S**oftware & **S**ervices **C**ompanies (IT-ITeS industry)

Q denoting Qualifications Pack

QP number (2 numbers)

Occupation (2 numbers)

National Occupational Standard

9 characters
SSC/N0101

SSC denoting **S**oftware & **S**ervices **C**ompanies (IT-ITeS industry)

N denoting National Occupational Standard

NOS number (2 numbers)

Occupation (2 numbers)

Occupational Standard

9 characters
SSC/N0101

SSC denoting **S**oftware & **S**ervices **C**ompanies (IT-ITeS industry)

O denoting Occupational Standard

OS number (2 numbers)

Occupation (2 numbers)

It is important to note that an OS unit can be denoted with either an '**O**' or an '**N**'.
- If an OS unit denotes 'O', it is an OS unit that is an international standard. An example of OS unit denoting 'O' is SSC/**O**0101.
- If an OS unit denotes '**N**', it is an OS unit that is a national standard and is applicable only for the Indian IT-ITeS industry. An example of OS unit denoting '**N**' is SSC/N0101

Nomenclature for QP and NOS Units

The following acronyms/codes have been used in the nomenclature above:

Sub-Sector	Range of Occupation numbers
IT Service (ITS)	01-20
Business Process Management (BPM)	21-40
Engg. and R&D (ERD)	41-60
Software Products (SPD)	61-80

Sequence	Description	Example
Three letters	Industry name (Software & Service Companies)	SSC
Slash	/	/
Next letter	Whether **Q**P or **N**OS	N
Next two numbers	Occupation Code	01
Next two numbers	OS number	01

Criteria for Assessment of Trainees

Job Role	CRM Domestic Non-Voice
Qualification Pack	SSC/Q2211
Sector Skill Council	IT-ITeS

Guidelines for Assessment:
1. Criteria for assessment for each Qualification Pack (QP) will be created by the Sector Skill Council (SSC). Each performance criteria (PC) will be assigned Theory and Skill/Practical marks proportional to its importance in NOS.
2. The assessment will be conducted online through assessment providers authorised by SSC.
3. Format of questions will include a variety of styles suitable to the PC being tested such as multiple choice questions, fill in the blanks, situational judgment test, simulation and programming test.
4. To pass a QP, a trainee should pass each individual NOS. Standard passing criteria for each NOS is 70%.
5. For latest details on the assessment criteria, please visit www.sscnasscom.com.

				Marks Allocation	
Assessable Outcomes	**Assessment criteria for the outcome**	**Total Mark**	**Out of**	**Theory**	**Skills Practical**
1.SSC/N3021 (Deal remotely with customer queries - Domestic)	PC1. greet customers and verify their details, following your organization's procedures	**120**	12.5	2.5	10
	PC2. read carefully, summarize, and obtain **customer** confirmation of, your understanding of queries		12.5	2.5	10
	PC3. express your concern for any difficulties caused and your commitment to resolving queries		15	0	15
	PC4. record and categorize queries accurately using your organization's query management tool		5	0	5
	PC5. refer queries outside your area of competence or authority promptly to appropriate people		2.5	0	2.5
	PC6. access your organization's knowledge base for solutions to queries, where available		2.5	0	2.5
	PC7. resolve queries within your area of competence or authority in line with organizational guidelines and service level agreements (SLAs)		15	0	15
	PC8. obtain advice and guidance from appropriate people, where necessary		2.5	0	2.5
	PC9. obtain confirmation from **c**ustomers that queries have been resolved to their satisfaction		10	0	10

	PC10. record the resolution of queries accurately using your organization's query management tool		35	15	20
	PC11. comply with relevant standards, policies, procedures and guidelines when dealing remotely with customer queries		7.5	0	7.5
		Total	**120**	**20**	**100**
2.SSC/N9001 (Manage your work to meet requirements)	PC1. establish and agree your work requirements with appropriate people		10	5	5
	PC2. keep your immediate work area clean and tidy		5	0	5
	PC3. utilize your time effectively		5	5	0
	PC4. use resources correctly and efficiently		5	2	3
	PC5. treat confidential information correctly	**40**	5	0	5
	PC6. work in line with your organization's policies and procedures		2.5	0	2.5
	PC7. work within the limits of your job role		2.5	0	2.5
	PC8. obtain guidance from appropriate people, where necessary		2.5	0	2.5
	PC9. ensure your work meets the agreed requirements		2.5	0	2.5
		Total	**40**	**12**	**28**
3.SSC/N9003 (Maintain a healthy, safe and secure working environment)	PC1. comply with your organization's current health, safety and security policies and procedures		10	5	5
	PC2. report any identified breaches in health, safety, and security policies and procedures to the designated person		5	0	5
	PC3. identify and correct any hazards that you can deal with safely, competently and within the limits of your authority		10	5	5
	PC4. report any hazards that you are not competent to deal with to the relevant person in line with organizational procedures and warn other people who may be affected	**40**	5	0	5
	PC5. follow your organization's emergency procedures promptly, calmly, and efficiently		5	0	5
	PC6. identify and recommend opportunities for improving health, safety, and security to the designated person		2.5	0	2.5
	PC7. complete any health and safety records legibly and accurately		2.5	0	2.5
		Total	**40**	**10**	**30**