



# SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

## ग्राहक सेवा प्रतिनिधि

A Customer Service Representative solves customer problems over phone, chat or email and builds the company's image. Every sector needs them, from BPO and banking to e-commerce and tourism.



### Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

[career.gsssjethantri.in/#/career/hosp-7014](https://career.gsssjethantri.in/#/career/hosp-7014)

### राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

[www.gsssjethantri.in](https://www.gsssjethantri.in) · [career.gsssjethantri.in](https://career.gsssjethantri.in)



#### सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर  
Principal, GSSS Jethantri · Master Trainer



#### श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर  
Principal, DIET Barmer



#### श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)  
Sr. Lecturer, DIET Barmer (Support)



#### भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)  
Designed & developed · Lecturer (History)

### विशेष धन्यवाद · SPECIAL THANKS



#### सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



#### सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



#### वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



#### कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित  
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

## 1 About this career

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A Customer Service Representative solves customer problems over phone, chat or email and builds the company's image. Every sector needs them, from BPO and banking to e-commerce and tourism.

## 2 At a glance

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|                       |                                         |
|-----------------------|-----------------------------------------|
| Minimum qualification | Class 12, any stream                    |
| Work mode             | Desk job, work-from-home possible       |
| Demand                | High, strong BPO and e-commerce growth  |
| Top earning           | INR 8-12 LPA at team lead/manager level |

## 3 What you need

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### INTERESTS

- Talking to people and helping them
- Organising things and planning
- Finding solutions to problems

### ABILITIES

- Patience and a calm temperament
- Quick grasp of relationships and situations
- Strong grip on language, clear writing

### KEY SKILLS

- Clear communication in Hindi and English
- Computer and CRM software use
- Time management and multitasking
- Active listening
- Calming upset customers
- Extra language knowledge (an advantage)

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## 4 How to get there

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- 1 Pass Class 12 in any stream
- 2 Do a basic computer and communication skills course
- 3 Graduate in commerce/management/marketing (optional but useful)
- 4 Take skill courses such as NSDC customer-service programmes
- 5 Start with an entry-level BPO/company job
- 6 Grow to team lead through experience and performance

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## 5 Where to study

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### GOVERNMENT INSTITUTES

- University of Rajasthan — Jaipur (<https://www.uniraj.ac.in>)
- Rajasthan Technical University — Kota (<https://www.rtu.ac.in>)
- Mohanlal Sukhadia University — Udaipur (<https://www.mlsu.ac.in>)
- IIM Udaipur (management programmes) — Udaipur (<https://www.iimu.ac.in>)

### PRIVATE INSTITUTES

- Frankfinn Institute (customer service & aviation) — Jaipur
- NIIT (communication & digital skills) — Jaipur and other cities

### ONLINE

- IGNOU — Distance education (<https://www.ignou.ac.in>)
- NSDC / Skill India courses — Online (<https://www.nsdcindia.org>)
- Coursera / LinkedIn Learning (customer service) — Online

### FEES

Roughly INR 5,000 to 2 lakh per year depending on course; skill courses are often very cheap or free.

### SCHOLARSHIPS

- National Scholarship Portal (<https://scholarships.gov.in>)
- Rajasthan SJE Scholarships (<https://sje.rajasthan.gov.in>)
- Buddy4Study (scholarship search) (<https://www.buddy4study.com>)
- Vidya Lakshmi Education Loan Portal (<https://www.vidyalakshmi.co.in>)

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## 6 What the work is like

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### WHERE YOU WORK

Call centres, banks, e-commerce firms, hotel-airline helpdesks, government helplines; also work-from-home.

### WORK CULTURE

Desk job; 6 days a week, 8-9 hour shifts; night shifts and overtime possible; part-time options available.

### WHO HIRES

- BPO/IT firms like Genpact, TCS, Teleperformance
- E-commerce like Amazon, Flipkart
- Banks and insurance companies
- Telecom firms like Jio, Airtel
- Hotels, airlines and travel companies
- Government helplines and service centres

### DEMAND (2026)

BPO and e-commerce support centres are growing in tier-2 cities like Jaipur; bilingual Hindi-English candidates are in special demand.

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## 7 Career growth

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- 1 Junior customer service representative
- 2 Senior customer service representative
- 3 Team leader/supervisor
- 4 Customer service manager
- 5 Operations head/customer experience lead

## EARNINGS

|              |                |
|--------------|----------------|
| Starting     | ₹15,000-25,000 |
| Mid level    | ₹25,000-45,000 |
| Senior level | ₹50,000-90,000 |

Monthly estimates (2026); IT-BPO sector and extra language skills raise pay.

## 8 The good parts · The challenges

### The good parts

- Job possible soon after Class 12
- Work-from-home and flexible shift options
- Communication skills help in every career

### The challenges

- Night shifts and repetitive work possible
- Stress from difficult customers
- Modest starting salary

## 9 Real-life journeys

### Pramod Bhasin

Father of Indian BPO industry, founder of Genpact

Starting from a small Gurgaon call centre in 1997, Pramod Bhasin built Genpact and opened customer-service careers for lakhs of Indian youth.

Harvard Business Review · <https://hbr.org/2011/06/how-i-did-it-genpacts-ceo-on-building-an-industry-in-india-from-scratch>

### Saraj Yogi

Quality manager, Source For Change all-women rural BPO, Bagar Rajasthan

Saraj Yogi of Bagar, Jhunjhunu once hesitated to leave home; learning on the job at India's first all-women rural BPO, she rose to quality manager and became financially independent.

The Better India · <https://thebetterindia.com/1888/source-for-change-indias-first-all-women-rural-bpo/>

## 10 Sources & further reading

1. Rajasthan Career Guidance Portal — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%97%e0%a5%8d%e0%a4%b0%e0%a4%be%e0%a4%b9%e0%a4%95-%e0%a4%b8%e0%a5%87%e0%a4%b5%e0%a4%be-%e0%a4%aa%e0%a5%8d%e0%a4%b0%e0%a4%a4%e0%a4%bf%e0%a4%a8%e0%a4%bf%e0%a4%a7%e0%a4%bf-customer-service-represen/>
2. National Career Service — <https://www.ncs.gov.in>
3. National Skill Development Corporation — <https://www.nsdcindia.org>
4. National Scholarship Portal — <https://scholarships.gov.in>



### And 770+ more careers — the whole portal

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

[career.gsssjethantri.in](https://career.gsssjethantri.in)