

1. Title	Formulate customer relations management strategies
2. Code	BEZZCN602A
3. Range	Formulate effective customer relation management strategies applicable to the beauty industry, according to the corporate mission and objectives, so as to retain existing customers, attract new customers, and find potential customers to develop corporate business.
4. Level	6
5. Credit	12 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Knowledge of customer relation management</p> <ul style="list-style-type: none"> ◆ Understand customer relation management theories <ul style="list-style-type: none"> • Market and customer orientation of the industry • Gain in customer relation • Objectives of customer relation <ul style="list-style-type: none"> ▸ Retain customers ▸ Win customers ▸ Customer profits • Characteristics of customer relation in the beauty industry ◆ Understand customer relation management strategies for the beauty industry <ul style="list-style-type: none"> • Deal management strategy • Relation management strategy, such as: <ul style="list-style-type: none"> ▸ Partnership ▸ Consultant and problem solver ▸ Affiliation ▸ Functional relationship • Supplier and customer promotion ◆ Understand the customers information system management strategy <p>6.2 Formulate customer relation management strategies</p> <ul style="list-style-type: none"> ◆ Formulate effective customer relation management strategies according to the corporate objectives <ul style="list-style-type: none"> • Formulate the customers relation management framework • Formulate methods, procedures and workflow of maintaining customer relation management, such as: <ul style="list-style-type: none"> ▸ Customer screening criteria ▸ Ways to explore new customers ▸ Classification of customers ▸ Assessment and remedies for customer wastage ▸ Handling and follow-up procedures for customer complaints

	<ul style="list-style-type: none"> • Make use of the advantage in customer relation to create and maintain long-lasting customer relation in order to keep the market habit • Master the organizational revamping strategy for customer relation: <ul style="list-style-type: none"> ▸ Study and strengthen customer relation ▸ Market development ▸ Commitment and feedback to customer relation ▸ Remedies for customer relation • Apply customer information technology to implement customer relation strategies <ul style="list-style-type: none"> ▸ Formulate system procedures ▸ Analysis of relation and business opportunities ▸ Commercial network ▸ E-market promotion ▸ Develop and upgrade hardware
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none"> (i) Capable to master the professional knowledge of customer relation management; and (ii) Capable to formulate effective customer relation management strategies, review , consolidate information and data, make analysis, judgement and assessment , according to the corporate objectives, to enhance corporate image and business development, which benefits the development of the organization in the long run.
8. Remarks	