

Specification of Competency Standards
for the Information & Communications Technology Industry
Unit of Competency

Functional Area - Strategic Management

Title	Formulate conducive customer centric environment and delivery
Code	108020L5
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners entrusted with formulating implementation strategies at functional level. Digital media products are about providing what customers want. Hence, the whole organisation needs to develop a customer-centric culture to offer products and customer service that are customer-oriented. This UoC concerns competence for formulating a customer centric environment and delivery strategy for digital media production unit.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for formulating customer centric environment and delivery</p> <ul style="list-style-type: none"> • Possess good project management skills and capable of formulating functional strategies • Possess in-depth knowledge of the basis and the concept of customer centricity and the correlation between a customer centricity and the organisation's mission, vision & business goals • Possess in-depth knowledge of building and sustaining a customer centric culture with the solution focused skill sets and policies set ups • Possess in-depth knowledge of providing and delivering customer centric products and services • Possess in-depth knowledge of the update customer centric knowledge management • Possess in-depth knowledge of the operations of the DMT unit and the product designs <p>2. Formulate conducive customer centric environment and delivery</p> <ul style="list-style-type: none"> • Develop strategy to foster customer centric culture by enhancing the following: <ul style="list-style-type: none"> ○ Customer focused management team with accountability ○ How to aware, listen and understand customers' needs ○ Design customer experience products ○ Empower the front-line to provide customer centric service, engage customer experience, suggesting and recommending based on customers' expectation ○ Measure the customers' priorities comparing with organisation's focus and resources that include staff, budget and time ○ Provide a feedback platform with appropriate tools for continuous improvement ○ Provide induction training ○ Provide rewarding schemes for new customer centric innovations • Define the organisation's structure and alignment to cater such customer centric demands • Work with other units, such as marketing and sales, to understand customer centric aspirations so that products and services can include those customer centric factors • Develop procedures and guidelines for creating and developing customer centric products • Develop customer centricity analysis, planning and implement a carefully formulated customer strategy that focuses on creating and keeping profitable and loyal customers • Establish review sessions to evaluate and enhance all areas of customer centricity, including: <ul style="list-style-type: none"> ○ Commitment on customer centricity

Specification of Competency Standards
for the Information & Communications Technology Industry
Unit of Competency

Functional Area - Strategic Management

	<ul style="list-style-type: none"> ○ Design and deliver DMT products that are solution-based, user friendly, and fulfilling customers' wants ○ High transparency of knowledge sharing of valuable data captured from customers' insights internally ○ Taking references from concepts of Customer Relationship Management (CRM) and Customer Life-time Value (CLV) designed to maximise the customers' product and service experience delivered <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> ● Be consistent with the deployment of a customer centric environment within the unit ● Always update with current digital media industry that align with customer centric focus and develop the latest and appropriate strategy for the organisation to achieve its objective ● Take into consideration of the balance between the DMT products development and the customers' expectation and trend, and provide timely knowledge sharing
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ● Fully grasp the customer centricity and delivery requirements of digital media production unit ● Develop a conducive customer centric strategy that fulfills the essence of customer centricity and provide sufficient and appropriate knowledge management and resources to production teams to deliver the necessary results ● Develop policies, plans, process and procedures that can be applied with easy understanding within the entire team the concept and implementation of the customer centric strategy and delivery
Remark	