

Functional Area: Customer Relationship Management (Customer Satisfaction Management)

1. Title	Conduct market survey, customer needs and expectation survey periodically	
2. Code	ITCSCR303A	
3. Range	This UoC applies to all operations / activities related to the periodic conduction of surveys on customer needs, customer expectation and the market situation, etc. This process can be regarded as the data collection phase to prepare for subsequent activities to promote customer satisfactions.	
4. Level	3	
5. Credit	3	
6. Competency	<p style="text-align: center;"><u>Performance Requirement</u></p> <p>6.1 Possess the knowledge in the subject area</p> <ul style="list-style-type: none"> ● Understand the importance of relationship between customer satisfaction and the success / failure of the company's products / services, and even the company as a whole ● Understand that maintenance of customer satisfaction requires the carrying out of a series of customer relationship enhancement activities, whereas these activities must be supported by accurate and timely customer information ● Understand the necessity in soliciting precise and timely customer information via market surveys, and surveys on customer needs, etc., and such measures have to be conducted on a recurrent basis ● Understand the company's criteria and policies of collecting information from customers in different market segments, if any ● Understand the relevant legislations (e.g. privacy) and code of conduct to structure an appropriate communication approach to solicit customer information and needs about ICT products / services ● Be aware of the different methods / approaches to conduct the above surveys, each with its own relative advantages and resources input <p>6.2 Conduct market survey, customer needs and expectation survey periodically</p> <p>Be able to:</p> <ul style="list-style-type: none"> ● Work out a regular mechanism to conduct market and customer surveys on a recurrent basis to collect market and customer information for references by subsequent activities on customer satisfaction maintenance / enhancement ● Apply the techniques in data collection to different situations in order to gather a comprehensive range of accurate and timely information on market situation and customer demand, etc. ● Employ diverse communication skills according to the situations and communication styles of customers in different market segments ● Employ effective questioning techniques to capture useful information to determine customer needs, preferences, and expectations, etc. ● Provide valid reasons to ask sensitive questions and collect related documents / evidences to support customer needs assessment ● Closely monitor all customer survey activities / programmes to ensure that all company's policies and government legislations regarding information collection are being observed in the entire process ● Compile customer information collected to outline the needs and expectations of customers and present the information to suitable parties 	

	<ul style="list-style-type: none"> ● Prevent leakage of customer data throughout the different processes of data recording, storing and retrieving ● Make recommendation to management a series of follow up actions to fulfill customer needs based on those survey findings <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always ensure all related staff members contribute their greatest effort honestly in all activities relating to customer and marketing surveys ● Always strike a proper balance of interests among customers, the company and the society as a whole while conducting customer surveys
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. successfully launch a series of regular survey programs to collect information about market situation, customer needs and preferences ii. solicit customer information within the boundaries indicated by company policies and government legislation in accurate and timely manner iii. devise and submit proposals for follow up actions to management based on survey findings
Remark	