

**Functional Area: Customer Relationship Management
(CRM Philosophy & Strategic Formulation)**

1. Title	Design and match company products and services for the different market segments that the company has elected to serve	
2. Code	ITCSCR402A	
3. Range	This UoC applies to all considerations and action steps relating to the designing and matching of the company's own products and services for the different market segments to be served by the company. This is an important step in the overall design of CRM related activities.	
4. Level	4	
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"> ● Fully understand the fundamental nature that the wide range of company's products / services are not intended to serve any single customer / market segment, but a large number of customers in different market segments ● Understand that on the other hand those product and customer matching activities may be influenced / dictated by the company's policies or preferences say towards a particular product or a focused customer group, etc ● Fully recognize the wide range of company's products and services are different in performance and features, and matching them with the demand of customers in different market segments is an extremely important task for the company ● Clearly aware that matching products with customer demands may not be a simple task and can demand the carrying out of intensive research activities ● Be aware of the close relationship between customer satisfaction and effort placed upon the products / services to be offered, no matter for which established customer segment ● Be aware of the strong influences of the success / failure of product and customer matching activities towards the company's financial situation and performance in customer retention <p>6.2 Design and match company products and services for the different market segments that the company has elected to serve</p> <p>Be able to:</p> <ul style="list-style-type: none"> ● Comprehend with good knowledge and accuracy the wide range of the products / services provided by the company, especially on their relative performance and unique features ● Grasp with correctness the most current information about the status and favourite of customers in different market segments established by the company ● Exercise the technique in data collection & analysis in order to gather a comprehensive range of accurate and timely information on market / own company products and customer demand ● Effectively materialise the above findings by arranging the necessary human and financial resources to link up the established product customer matching ● Establish effective communication channels with customers such that their changes in preferences and demand for new product features can be solicited in a timely manner 	

	<ul style="list-style-type: none"> ● Closely monitor the current market situation of ICT products and competitors' movements, and prepare to change the established product customer matching accordingly ● Establish effective communication channels with staff members / outsourcers involved in this job task, such that any new products / customer information can be timely captured whereas new decisions / directions can also be disseminate to them promptly <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always ensure all related staff members contribute their greatest effort honestly in activities related to product and customer segment matching ● Always strike a proper balance of the interests between customers, employees and the company as a whole
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. successfully identify the key features and functionalities of the company's products and services ii. effectively segment the company's customers into different segment groups to facilitate CRM related activities iii. optimally arrange the matching between company's products / services and customers in those established market segments
Remark	