

Functional Area: Customer Relationship Management (Execution & Implementation)

1. Title	Supervise the carrying out of loyalty marketing to increase customer loyalty and enhance CRM	
2. Code	ITCSCR405A	
3. Range	This UoC applies to considerations and actions relating to the conduction of loyalty marketing activities with the aim to increase customer loyalty and strengthen the existing customer relationship management programmes.	
4. Level	4	
5. Credit	3	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Carry out loyalty marketing to increase customer loyalty and enhance CRM</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> ● Understand that the ability to maintain or enhance customer loyalty is the fundamental factor in determining the success / failure of any particular ICT product / service or even the company as a whole ● Understand that the customer loyalty needed to be cultivated, supported and maintained through a series of long term marketing and customer relationship programmes ● Understand that there is a broad range of different customer groups, and proper customer segmentation is essential if loyalty and customer relationship programmes are to be effectively carried out ● Understand that different customer segment groups require different levels and forms of customer services to retain their loyalty and improve the relationships with them ● Understand that effectiveness of any loyalty and CRM programme depends heavily on similar actions / programmes conducted by the competitors, and therefore must be constantly kept under observation ● Be aware that the significant differences in requirements of various customer segments can have significant impact to the overall costing and profitability of the company <p>Be able to:</p> <ul style="list-style-type: none"> ● Apply investigation techniques to gather accurate, comprehensive and timely information from customers of various segments, utilising software tools such as DBMS, Business Intelligence and CRM packages, etc. ● Plan and establish various customer loyalty and CRM programmes after considering the needs and behaviour of customers in different marketing segment groups ● Design the contents of those loyalty programmes such that the elements therein can fulfil the needs of customers and build up their confidence and organisation memory towards the company ● Implement those marketing and CRM programmes to engender and enhance customer loyalty ● Design customer interaction processes in the service delivery flow to ensure that smooth relationship with customer is established ● Establish evaluation and measurement metrics to keep track of and for investigation on how well the loyalty and CRM programmes are launched and received by customers

	<ul style="list-style-type: none"> ● Establish mechanism in analysing and reporting the findings regarding the effectiveness of such loyalty and CRM programmes, and propose suitable follow-up actions in case of necessity <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always ensure all related staff members contribute their greatest effort honestly while working with activities relating to loyalty and CRM programmes ● Always place customer related tasks in the highest priority, but at the same time maintain a proper balance between customers 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 segment customers into different groupings and launch appropriate loyalty and CRM programmes in different groups ii. launch the loyalty programme to achieve the purposes of maintaining customer loyalty and strengthen the relationship with customers, as originally planned iii. successfully monitor and measure the effectiveness of these loyalty programmes and conduct follow up activities in an appropriate manner
Remark	