

**Functional Area: Customer Relationship Management (Execution & Implementation)**

1. Title	Handle customer feedback and objection, and provide response with consultative advices	
2. Code	ITCSCR406A	
3. Range	This UoC applies to all activities and procedures relating to the handling of customer feedbacks, opinions and even objections to the company and the company's products / services. Also included are the formulation of answers and responses to customers with the aim to producing positive effects with their relationship.	
4. Level	4	
5. Credit	3	
6. Competency		<p><u>Performance Requirement</u></p> <p>6.1 Possess the knowledge in the subject area</p> <ul style="list-style-type: none"> <li>● Fully understand the deemed necessity for obtaining customer feedback and probe if there is really any customer concerns to the company's products and services</li> <li>● Alert of the great importance in listening to customers' concerns, queries, questions or objections attentively and respect their right to express opposite opinions</li> <li>● Understand the necessity in probing and identifying the undermined genuine concerns of customers in addition to the superficial reasons or objections</li> <li>● Understand the importance in offering solutions to customers and check their acceptance</li> <li>● Aware of the close relationship between the company's CRM strategies and customer handling activities</li> </ul> <p>6.2 Handle customer feedback and objection, and provide response with consultative advices</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>● Propose sound reasoning such as cost-price comparison among different products / services in order to support the recommendations / responses to customer feedback</li> <li>● Skilfully share customer's objection appropriately and check the understanding of the answers / recommendations provided to them</li> <li>● Provide alternative products / services recommendations after grasping a clearer understanding of customer needs</li> <li>● Provide alternative products / services recommendations or propose alternative service levels after getting a clearer picture about customer's budgeting and expectations</li> <li>● Assist customers to make their optimal final decision by articulating the benefits of the products / services recommended</li> <li>● Accurately document the correspondence with customers for recording purpose and serves as guidelines for future customer related activities, utilising computer systems and software whenever applicable</li> </ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>● Always ensure all related staff members contribute their greatest effort honestly while dealing with customer feedback and objections</li> <li>● Always maintain the proper balance of interests among customers, staff members and also the company as a whole</li> <li>● Always handle customer feedbacks with a considerate and respectful manner</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> <li>i. successfully solve the problems raised by customers after responding to their objections</li> <li>ii. bundle customers alternatives in the recommendations for customers' selection and provide sound logical reasoning to persuade customers</li> <li>iii. gain customer satisfaction in the long run</li> </ol>	
Remark		