

Functional Area: Customer Relationship Management (Execution & Implementation)

1. Title	Recruit, train, reward, and motivate staff to enable successful delivery of the CRM strategy, enrich product knowledge of staff through outsourcing parties if applicable	
2. Code	ITCSCR407A	
3. Range	This UoC applies to all operations and activities related to the recruiting, rewarding and motivating of staff members to contribute to the successful delivery of the company's CRM strategies. Training for enrichment of their product knowledge will also be offered by various means, including those provided by outsourcing parties.	
4. Level	4	
5. Credit	4	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Recruit, train, reward, and motivate staff to enable successful delivery of the CRM strategy, enrich product knowledge of staff through outsourcing parties if applicable</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> ● Fully understand that successful delivery of the company's CRM strategies need allocation of sufficient input resources, whereas manpower is the most significant input ● Fully alert that manpower input is measured not just in numbers but also quality aspects such as technical and soft skills, personal attitudes, and even product knowledge, etc ● Grasp the importance in establishing a long term mechanism in recruiting and deploying employees to conduct all CRM strategies related duties ● Understand the advantages of involving and utilising the services of outsourcers, especially in situation where the products / services are actually supplied by those outsourcers ● Understand the importance in providing all necessary training to employees recruited and deployed for CRM strategies related duties ● Comprehend the necessity in establishing policies / guidelines for staff performance issues, such as reward, motivation, and even penalty schemes ● Be aware of the mobility in the manpower market of the ICT industry, and the impact to the company in case of high turnover rate ● Be aware of the stability and status of the outsourcers, in case if they are to provide their products / services, and offer training of their product / service knowledge to own company's employees <p>Be able to:</p> <ul style="list-style-type: none"> ● Co-ordinate the recruitment of qualified employees to carry out the company's CRM strategies, as endorsed by management at an earlier stage ● Develop employees with a foresight by providing appropriate training to meet the company's CRM strategic requirements, including technical training such as the use of computer and related software tools ● Establish policies on training and development, and design training activities which can match with human resources development strategies and to support the company's CRM strategies ● Collaborate with different parties including outsourcers to identify skills and knowledge required to support and conduct those CRM strategies, such as product specific knowledge ● Effectively carry out programmes to motivate employees to improve quality of work in CRM strategy related duties, such as developing recognition programmes and compensation schemes for encouraging excellent services

	<ul style="list-style-type: none"> ● Establish inspection mechanisms to ensure that human resources policies, recruitment guidelines, employee opportunities, compensation, employee benefits and all employment activities are adhered to the most updated Employment Ordinance and other legal requirements ● Review all CRM related operations, structures, manpower allocation and other human resources issues with business and operation units on a periodic basis to update the policies / procedures when necessary ● Formulate communication strategies such as employee handbook, meetings and activities etc. to facilitate and document the internal communication with employees <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always ensure all related parties contribute their greatest effort honestly while handling human resources issues in association with CRM strategies ● Always maintain the proper balance of interests between customers, employees and the company as a whole ● Always ensure that the performance of outsourcing parties will be comparable with own employees
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. successfully recruit sufficient and qualified employees to conduct CRM strategy related duties of the company ii. ensure all employees receive the proper training from suitable providers including outsourcers on a periodic basis iii. ensure all employees efforts are properly monitored, recorded and rewarded
Remark	