Functional Area: Customer Relationship Management (Execution & Implementation)

1.	Title	Measure and manage customer value of selected customer base, devise motivation to retain and maximise their potential value to the company
2.	Code	ITCSCR408A
3.	Range	This UoC applies to all considerations and arrangement to measure and manage customer value of those selected segment groups. Associated with it is the formulation of motivation programmes to retain and maximise the potential values derivable from them.
4.	Level	4
5.	Credit	4
6.	Competency	6.1 Possess the knowledge in the subject area

Performance Requirement
- Fully understand the necessity in properly and accurately measuring customer value of customers in different segment groups, if the company business is to prosper and the products / services are to be introduced to the market
- Fully alert that devising various motivation programmes for customers in different segment groups is a proactive approach to retain and maximise customers' potential value to the company
- Understand the company's guidelines in organising and reviewing customer data in order to manage customer value effectively within permitted boundaries
- Understand the company's guidelines in identifying sales leads in order to execute the tasks of measuring customer value accurately and independently
- Grasp the key factor that customer value is highly correlated with customer satisfaction and requires specific technique to measure / calculate and quantify
- Understand that customer value is the value received by the customer of products / services and is conceived variously as utility, quality, benefits, and customer satisfaction, thus customer value measurement and management can be quite complicated
- Be aware of the significant differences in the customer behaviour of different segment groups, such as buying habit, perception towards ICT products / services, demand for customised support, etc

6.2 Measure and manage customer value of selected customer base, devise motivation to retain and maximise their potential value to the company

Be able to:
- Effectively segment customers into affinity and churn map
- Effectively organise existing accounting information and intelligence from different sources to identify prospects for sales activities in different customer segment groups, utilising data mining tools, Business Intelligence and CRM packages as appropriate
- Record customer intelligence of different varieties into database / data warehouse to compile a comprehensive profile for customers in different segment groups
- Accurately measure / calculate the value of customer to the company based on the above customer information and intelligence gathered, the actual measurement / calculation should be conducted by expertise or qualified outsourcers |

		• Design various customer motivation programmes to retain existing and maximise potential customer value in different customer segment groups, after measuring and comparing their relative performance in this respect • Enrich the contents of such customer motivation programmes, say utilising market intelligence solicited to identify customer needs vs. product features and match, formulate plans to deepen customer relationship based on the financial behaviour of customers in different segment groups, etc • Co-ordinate with various departments to identify the level of "affinity" (financial commitment of customers), loyalty, churn risk of customers
	6.3 Exhibit professionalism	• Always ensure all related staff members contribute their greatest effort honestly while handling and surveying customer value related tasks • Always maintain the proper balance of interests between customers in individual segment groups and the company as a whole
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: i. successfully manage and accurately measure the customer value in different segment groups ii. correctly analyse and utilise those data related to customer value iii. formulate programmes tailored for different customer segment groups for retaining existing and maximising potential customer value	
Remark		