

**Functional Area: Customer Relationship Management (Customer Satisfaction Management)**

1. Title	Set up proactive procedures for customer fault management	
2. Code	ITCSCR409A	
3. Range	This UoC applies to all considerations and arrangements related to the establishment of procedures to handle issues arise from customer faults. The emphasis here is on a proactive approach, which if properly handled, can reduce negative effects to a minimal and even contributes to positive results in customer relationship.	
4. Level	4	
5. Credit	3	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Set up proactive procedures for customer fault management</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> <li>● Fully understand that faults such as errors embedded in customer handling procedures and mistakes made by employees can bring up serious harmful effects to customer relationship and may lead to unanticipated outcomes</li> <li>● Fully aware of the necessity of pre-establishing standard procedures to cater for customer fault management, and the proactive approach is usually more preferred than passive actions</li> <li>● Understand the significant benefits in reducing customer dissatisfaction by adopting a proactive approach for customer fault management, but at the same time aware of the unpredictability about the actual situation</li> <li>● Understand the necessity in provision of relevant training to employees involved in customer contact, as a parallel measure in setting up customer fault management procedures</li> <li>● Be aware of wide choices of methods and standards in the actual materialisation of customer fault management procedures, and their relative advantages as well as shortcomings</li> </ul> <p>Be able to:</p> <ul style="list-style-type: none"> <li>● Thoroughly investigate and identify sensitive issues / weaknesses / potential faulty areas in the products and services which are likely to invoke customer complaints, and estimate the seriousness of the problems</li> <li>● Demonstrate the ability to plan and judge in a proactive manner, and evaluate faults before customers complaint, or even before customers are aware of the faults</li> <li>● Establish effective procedures to prevent happening of the potential faults to a minimum, or relieve the resulting harmful effects in case if such customer faults really occur</li> <li>● Establish effective communication channels to disseminate those fault prevention procedures to those employees involved in customer handling and may likely trigger those identified faults in their daily job duties</li> <li>● Design appropriate training to staff members involved, such as soft skills as part of the customer fault management procedures, as good customer relationship is usually the best proactive measures to avoid customer un-satisfaction and complaints</li> <li>● Lead and instruct employees to exercise flexibility in serving customers such as rewarding / compensating customers up to a permitted limit, so as to avoid customer complaints or relieve customers' negative feelings</li> <li>● Establish effective and efficient escalation channels so that employees can obtain timely and concrete advices from superiors if they encounter problems in managing customer faults</li> <li>● Establish monitor and review mechanism to periodically evaluate the effectiveness of those customer fault management procedures, and make amendments to those established procedures if necessary</li> </ul>

	6.3 Exhibit professionalism	<ul style="list-style-type: none"> <li>● Always ensure all staff members contribute their greatest effort honestly in their daily duties of customer management, including fault management</li> <li>● Always treat the interest of customers as the highest priority issue</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 establish standard procedures for customer fault management to be followed by all related personnel</li> <li>ii. adopt a proactive approach to establish the procedures such that most customer complaints can be eliminated before they actually happen</li> </ol>	
Remark		