

Functional Area: Customer Relationship Management (Customer Satisfaction Management)

1. Title	Organise and review customer profile to acquire potential customers and add value to existing customers	
2. Code	ITCSCR410A	
3. Range	This UoC applies to all tasks and actions relating to the organisation and reviewing of customer profiles, with the objective to obtain new customers for our products, or alternatively adding values to existing customers.	
4. Level	4	
5. Credit	3	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Organise and review customer profile to acquire potential customers and add value to existing customers</p> <p>6.3 Exhibit professionalism</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> ● Fully understand the importance of retaining existing and exploring new customers to the overall profitability and survival of the company ● Fully grasp the close relationship between knowing the customers and securing the customers ● Alert of the necessity in properly organising and storing customer profiles and related information for the sake of subsequent review and analysis ● Be aware of the wide range of available database management and analysis tools and their relative performance ● Be aware of the keen CIS market competition in retaining existing and attracting new customers, and also customers' high expectation of continuous value-added services <p>Be able to:</p> <ul style="list-style-type: none"> ● Integrate existing customer account information and intelligence from different sources to prepare executing plans for sales activities ● Develop a support network of new business contacts by leveraging existing customer contacts ● Supervise the recording of customer inquiries or information obtained through different means of contact ● Integrate customer intelligence of different varieties into the database system ● Qualify customer leads by applying pre-defined standards laid down by management ● Develop a list of customer leads which include key information related to the customers ● Comply to the privacy ordinance and company's internal guidelines when handling different sources of customer information ● Effectively prevent leakage of customer data throughout the whole process of recording, storing and retrieving ● Effectively present findings to management after conducting customer data review, with solid and feasible recommendations for further actions ● Always maintain the proper balance between the interests of existing customers, potential new customers and the company at all time ● Always work with full capacity and ability to ensure successful completion of customer profile analysis
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. successfully and accurately complete the customer profiles analysis within the required time frame ii. make use of the findings and follow up actions to refine the situation of existing customers and attract new customers 	
Remark		