

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

1. Title	Review “what we have” and “what we will have” for existing products services regularly to sustain customer satisfaction	
2. Code	ITCSCR411A	
3. Range	This UoC applies to all considerations and arrangements for reviewing the company’s products / services periodically. The primary objective here is to sustain customer satisfaction by means of carefully investigating “what we now have” and “what we will have” in the products / services.	
4. Level	4	
5. Credit	3	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Review “what we have” and “what we will have” regularly for existing products and services, in order to sustain customer satisfaction</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> <li>● Fully understand the key importance of the success of the products / services and even the whole company by retaining / enhancing the existing level of customer satisfaction</li> <li>● Fully alert that the level of customer satisfaction relies mainly on their feelings / perceptions towards the products / services offered to them</li> <li>● Grasp the key issue that a thorough knowledge about the features, functionalities, pricing, etc. of a particular product / service (what we have) is vital in conducting consultative selling to customers and gaining their confidence / satisfaction</li> <li>● Understand that a good comprehension of the future development of a particular product / service in areas such as new features, new selling package, design, etc. (what we will have) is equally important in selling to customers and sustaining their satisfaction / loyalty</li> <li>● Be aware of the impact of market competition and competitor movements to the effectiveness of customer satisfaction retention efforts / activities</li> </ul> <p>Be able to:</p> <ul style="list-style-type: none"> <li>● Co-ordinate all necessary steps to ensure that involved employees possess a thorough understanding of the features and background knowledge of the products / services, say by means of orientation or training programmes</li> <li>● Effectively organise activities for related staff members to keep abreast of the planned development / upgrading of the company’s products / services such as new appearances, features, functionalities and sales packages, etc. again in the form such as briefing and training sessions</li> <li>● Lead and ensure staff members to proficiently convey to customers the above “what we have” and “what we will have” features of the company’s products / services, and record / report their feedbacks / responses accurately and promptly</li> <li>● Lead and ensure staff members involved in consultative sales do possess and exercise soft skills when dealing with customers, with the aim to maintain and sustain their satisfactions in the company’s products / services</li> </ul>

	<ul style="list-style-type: none"> <li>● Lead and ensure the employees work with the aim to raise customer satisfaction by communicate with customers proactively to probe for their opinions and needs, also employees show caring and respect to the customers and react responsively and timely to their demand</li> <li>● Keep close observation of the details / features and similar products / services provided by competitors in the market, consumers' perceptions and reactions towards them</li> <li>● Ensure the following up of customers' enquiries and proposals towards the company's products / services, commit to embed proposed changes in future releases of the products if applicable</li> <li>● Establish a recurrent review mechanism such that the effectiveness of the effort in retaining customer satisfaction can be examined promptly and regularly, and adopt appropriate follow up actions if necessary</li> </ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>● Always ensure all related personnel work with their greatest effort honestly in all customer dealings to retain and enhance their satisfaction</li> <li>● Always strike a proper balance of interests between customers and the company as a whole</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 convey the existing and potential future features and benefits of the products / services to customers</li> <li>ii. retain customer loyalty and satisfaction with the products / services and ensure the continuity of such customer attitudes</li> </ol>
Remark	