

Functional Area: Customer Relationship Management (Customer Satisfaction Management)

1. Title	Develop various promotion programmes to retain existing customers	
2. Code	ITCSCR412A	
3. Range	This UoC applies to all arrangements and action plans for the development of promotion programmes and activities aimed at retaining the satisfaction and loyalty of existing customers of the company's products and services.	
4. Level	4	
5. Credit	4	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Develop various promotion programmes to retain existing customers</p> <p>6.3 Exhibit professionalism</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> ● Fully understand the necessity to evaluate real time customer information for both marketing and service, along with detailed service centre management operations reporting in order to design suitable programmes ● Alert of the importance for analysing information about customer's buying habits, utilisation of the company's products and services, or demographics to accomplish targeted promotions ● Comprehend the mandatory requirement in evaluating findings of the aforesaid targeted marketing analysis to market the right products / services to the right customers ● Alert of the close relationship between the company's established CRM policies and promotion programmes targeted for customers ● Be aware of the constantly changing preferences and behaviours of customers, and thus the necessity to change any customer related promotion activities on a continuous basis <p>Be able to:</p> <ul style="list-style-type: none"> ● Establish different communication channels to provide customers access to latest information about the company's products and services, say dates about coming promotion activities ● Develop and implement loyalty programmes to engender and enhance customer loyalty ● Develop customer interaction processes in the service delivery flow to ensure individual relationship with customers is established ● Develop evaluation metrics and performance standards for the programmes by utilising specialised skills in performance ● Identify and select suitable tracking and monitoring methods to evaluate the performance of the programmes ● Analyse and report the evaluation on programme effectiveness which include bottom-line figures, customer perception, costs, participation rates, etc ● Always ensure all related staff members contribute their greatest effort in developing and implementing promotion programmes targeted for existing customers ● Always maintain the proper balance of interests among customers, staff members and also the company as a whole
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. successfully coordinate programmes and activities which enhance customer loyalty with the company ii. ensure the design of programmes is able to demonstrate understanding of the target customers and expertise, and expertise in design loyalty programmes or activities 	
Remark		