

**Functional Area: Customer Relationship Management  
(CRM Philosophy & Strategic Formulation)**

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| 1. Title               | Determine own CRM target positions in the market for all customer segmentation   |
| 2. Code                | ITCSCR501A   |
| 3. Range               | This UoC applies to all considerations and arrangements in determining the company's particular target market positions in relation to customer relationship management. The step is performed taking into consideration all customer segmentations already established.   |
| 4. Level               | 5  |
| 5. Credit              | 3  |
| 6. Competency          | <p style="text-align: center;"><u>Performance Requirement</u></p> <p>6.1 Possess knowledge in the subject area</p> <ul style="list-style-type: none"> <li>● Fully comprehend the necessity for customer segmentation in order to match the wide range of company's product and services to the preferences of different customer groups</li> <li>● Clearly identify the close relationship between the different customer segments and their corresponding CRM position</li> <li>● Fully understand that the determination on CRM positioning relies on a clear and accurate understanding of the market environment and also the customers</li> <li>● Understand that the determination on CRM position should stick to the company's established CRM philosophy and be planned according to the resources being allocated</li> <li>● Be aware of the necessity for appropriate follow up actions once the CRM market positioning has been confirmed</li> <li>● Comprehend an excellent understanding of the CRM philosophy of the company established by senior management</li> <li>● Comprehend an excellent understanding of the ethical philosophy and standards of the company, especially those related to CRM issues</li> </ul> <p>6.2 Determine own CRM target positions in the market for all customer segmentation</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>● Project with good accuracy the optimal CRM market positioning for the company, taking into consideration the different customer segmentation groups in existence</li> <li>● Design a working plan towards the setting up and determination of the aforesaid targeted CRM market positioning</li> <li>● Formulate the finalised CRM market positioning decisions for different customer segments, and direct the delivery and briefing to all subsequently related staff members</li> <li>● Lead the periodic reviews and probably revisions of the CRM market positioning details to cater for changes in market situation, customer preferences, or external factors such as government regulations</li> </ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>● Always strike an optimal balance between the interests of the different customer segment groups and the company as a whole</li> <li>● Always work with full capacity and ability to ensure successful determination of the CRM market positioning tasks</li> </ul> |
| 7. Assessment Criteria | The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"> <li>i. successfully determine the most ideal CRM target positions for the company across the different customer segments on time</li> <li>ii. propose appropriate follow up actions to realise the targeted CRM positioning</li> </ul>  |
| Remark                 |  |