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

1.	Title	Analyse and predict customer needs to arrive at meaningful segmentations
2.	Code	ITCSCR503A
3.	Range	This UoC applies to all considerations and actions to analyse existing and predict future customer needs with the objective to segment customers into meaningful groupings for subsequent tasks on customer management. The set can also be regarded as customer loyalty prediction.
4.	Level	5
5.	Credit	3
6.	Competency	<table><tr><td colspan="2">Performance Requirement</td></tr><tr><td>6.1 Possess the knowledge in the subject area</td><td> - Fully understand that an accurate and detailed analysis of customer needs is extremely essential in achieving the long term objective of building good customer relationship - Grasp the necessity of satisfying both the current and future needs of customers and the latter needs accurate prediction - Fully comprehend the necessity of segmenting customers for tailored resources allocation and customer services - Fully comprehend that a proper customer segmentation is an essential step in maintaining and strengthening customer loyalty - Be aware of the availability of a wide range of methods and tools for customer needs collection and analysis - Be aware of the close relationship between the company's customer relationship policies and the manner on how customers are segmented </td></tr><tr><td>6.2 Analyse and predict customer needs to arrive at meaningful segmentations</td><td>Be able to: - Summarise the key features of products and services bundled as different packages to customers and the competitive landscape in the CIS sector - Accurately identify the focus of research programmes to solicit customer needs for subsequent analysis - Manage the process of data collection in different situations and customer segments in order to gather a comprehensive range of accurate and timely information on customer needs - Manage customer research project / programme, find existing information resources and survey customers to acquire critical market intelligence by providing independent perspective - Well comprehend fore-knowledge of competitors strategies and how they are implementing their plans to predict future challenges and safeguard own business - Analyse and compare results with the range of returns achieved by other companies who are operating in similar product / service markets - Design a structured process for the consolidation and analysis of information - Make accurate and sensitive prediction on customer needs based on the information gathered and in accordance with company specifics such as budget level, market strategy, etc </td></tr></table>

		• Consolidate the results of analysis and forecast for management's strategic planning on future customer segmentation. • Estimate with high accuracy the additional revenue / benefit that can be generated from related analysis and prediction • Ensure changes are approved and finally implemented • Estimate with high accuracy the future changes in customer usage pattern if the proposal for changes are approved and finally implemented. • Effectively communicate with all levels of staff members regarding the customer pattern findings, and seek management's approval for changes and co-operation of other colleagues for implementing the changes • Take all reasonable precautions and reviews to cater for mistakes in data interpretation or unexpected deviations while implementing the recommended changes
	6.3 Exhibit professionalism	• Always maintain the proper balance between the interests of customers and the company at all time • Always work with full capacity and ability to ensure successful completion of the customer analysis and segmentation tasks • Always maintain an optimal balance between all related technological, political, social and legal issues
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: i. successfully and accurately analyse the existing and future needs of customers ii. segment customers into meaningful groups to enhance subsequent customer relationship related tasks, based on the above needs findings	
Remark		