

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

1. Title	Analyse and predict competitors vs. own standings on all fronts of CRM covering all customer segmentation - trend prediction	
2. Code	ITCSCR504A	
3. Range	This UoC applies to all considerations and actions to analyse and predict competitors' actions, with focuses on their impact towards the market situation and standing of own company. The analysis will cover all customer segments already established. The step can also be regarded as trend prediction.	
4. Level	5	
5. Credit	6	
6. Competency	<p style="text-align: center;"><u>Performance Requirement</u></p> <p>6.1 Possess the knowledge in the subject area</p> <ul style="list-style-type: none"> <li>● Fully understand that an accurate and detailed analysis of competitors' existing and potential movements is extremely important to maintain the company's own market position</li> <li>● Grasp the fact that actions of competitors can be observed but are always difficult to identify the underlining intention. Accurate and sensible analysis skill is thus essential.</li> <li>● Fully comprehend that a comprehensive competitors analysis has to be done across the range of customer segmentations established by the company</li> <li>● Be aware that a good understanding of the company's own market position and competitive edge is essential in the analysis and prediction of the competitors' actions</li> <li>● Be aware of the rapidly changing market and competitive situations while performing the analysis tasks</li> <li>● Be aware of the close relationship between competitors analysis and own CRM related issues</li> </ul> <p>6.2 Analyse and predict competitors vs. own standings on all fronts of CRM covering all customer segmentation</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>● Summarise the key features of own products and services and those of the competitors so as to accurately comprehend their relative differences and advantages / disadvantages</li> <li>● Accurately identify the focus of the competitors analysis to solicit useful information for formulating subsequent follow up actions</li> <li>● 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 all relevant aspects of competitors</li> <li>● Well comprehend fore-knowledge of competitors strategies and how they implement their action plans</li> <li>● Analyse and compare results with the range of returns achieved by competitors who are operating in similar product / service markets</li> <li>● Design a structured process for the consolidation and analysis of information</li> <li>● Make accurate and sensitive prediction on the impact of competitors actions upon own company's products and services</li> <li>● Accurately consolidate and effectively present the results of competitors analysis and forecast for management's strategic planning on future market trends</li> <li>● Effectively communicate with all levels of staff</li> </ul>	

	<ul style="list-style-type: none"> <li>● members regarding the customer pattern findings</li> <li>● Design and set up reasonable precautions and review measures to cater for mistakes during the competitors analysis processes</li> </ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>● Always ensure all related staff members contribute their greatest effort in this task step for competitors analysis and prediction</li> <li>● Always work with full capacity and ability to ensure successful completion of this analysis phase</li> <li>● Always maintain an optimal balance between all related technological, political, social and legal issues</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 explore and explain the actions and behaviours of competitors in a timely manner so as to retain own market standing</li> <li>ii. ensure the analysis covers the full range of existing customer segmentations</li> <li>iii. propose appropriate follow up actions after comparing competitors' movement with the company's own situations</li> </ol>
Remark	