

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

1. Title	Identify potential major risks which may result with the strategy execution and devise appropriate risk mitigation plans accordingly	
2. Code	ITCSCR505A	
3. Range	This UoC applies to all considerations and activities relating to the identification of major risks in executing CRM related activities based upon / in accordance with the CRM strategies established by the company. Also closely related is the exploring of appropriate risk mitigation plans / actions to handle those risk factors identified earlier.	
4. Level	5	
5. Credit	3	
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"> ● Fully understand that all business activities are exposed to a certain level of risk and those associated to the execution of established CRM strategies are of no exception ● Grasp the importance in correctly identifying the above major risks, for establishing appropriate risk mitigation plans and get-around ● Clearly grasp the necessity in establishing a risk management plan to closely monitor and measure risk factors associated with CRM strategy execution ● Fully understand the necessity in conducting risk assessment after carrying out the CRM risk identification and measurement processes ● Be aware and keep abreast of the latest development of CRM in service sectors, particularly the ICT industry ● Be aware of the wide choices of methods and techniques in exploring major risk factors and implementing risk mitigations, each with its own strength and shortcomings <p>6.2 Identify potential major risks which may result with the strategy execution and devise appropriate risk mitigation plans accordingly</p> <p>Be able to:</p> <ul style="list-style-type: none"> ● Analyse the different operations and actual contents of the company's CRM activities which warrants risk management and controls ● Exercise good analytical skill to identify / discover those major risk factors incurred in the process of executing activities towards accomplishing the company's CRM strategies ● Determine with high accuracy the potential impact and influences of those major risk factors identified, to an individual ICT product or the company as a whole ● Master specialised methods or measures to conduct risk assessment and review those CRM strategy related activities ● Develop risk mitigation techniques and procedures which are tailored or pinpointing to the different kinds of risks identified earlier ● Design contingency plans on different kinds of risks identified in order to minimise disruption to the particular ICT product or customer relationship ● Finalise and consolidate all risk mitigation and get around procedures into a risk mitigation plan, for subsequent execution if required ● Establish an effective mechanism to document the risk mitigation plan, and ensure all latest updates / 	

	<p>amendments are incorporated</p> <ul style="list-style-type: none"> ● Lead all personnel associated with CRM activities and ensure that they are aware of the established risk mitigation plan and act accordingly ● Always ensure all related staff members contribute their greatest effort honestly in the identification of risks associated with CRM activities ● Always strike a proper balance among the interests of customers, employees and the company as a whole ● Always maintain an optimal balance between all related technological, political, social and legal issues
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. successfully identify those major risk factors relating to execution of activities for implementing the company's CRM strategies ii. successfully establish an effective and efficient risk mitigation plan for the company iii. effectively drive related staff members to stick to and act according to the risk mitigation plan established
Remark	