

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

1. Title	Formulate customer needs analysis and risk profiling	
2. Code	ITCSCR506A	
3. Range	This UoC applies to all considerations and actions to formulate analysis on customers' needs, preferences, and also risk profiling. It includes the conduction of assessment on customer needs and risk appetite to the company's products and services.	
4. Level	5	
5. Credit	4	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Formulate customer needs analysis and risk profiling</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> ● Fully understand the objectives of needs analysis and risk profiling so as to identify what kinds of information are needed to be collected ● Fully aware of the importance of collecting useful information about the needs of customers in order to provide them with quality services ● Grasp the importance of collecting useful information regarding risk profiling of customers in order to safeguard the interests of the company ● Be aware of the wide range of methodologies and techniques in needs and risk analysis, and their relative applicability to different situations, such as corporate or individual customers ● Be aware of the close relationship between customer needs and risk analysis, as well as the company's CRM strategies and related issues <p>Be able to:</p> <ul style="list-style-type: none"> ● Master effective questioning techniques to capture useful information to determine customer's financial situation and risk profile, especially for corporate or high-end customers ● Capture and excavate relevant information via established communication channels with customers including say risk appetite, previous ICT products consumption pattern, consumption objective and horizon, etc ● Fully comprehend valid reasons to ask sensitive questions ● Capture related documents and other sensible evidence to support customer needs assessment ● Forecast customers' needs by using sound judgment and checking of their understandings ● Ensure presentation of established product / service usage regulations, and risk disclosure statement (if applicable) to customers in accordance with risk assessment ● Analyse customer information collected to outline customers' financial needs, consumption preferences, risk bearing ability, protection requirements, etc ● Report the results of customer needs and risk analysis, together with relevant forecasts for management's strategic planning on future CRM related activities ● Effectively communicate with related staff members regarding the customer needs and risk analysis findings

	<p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Establish reasonable precautions and review to cater for mistakes during the analysis processes ● Always ensure all related staff members contribute their greatest effort honestly while performing customer needs and risk analysis ● Always work with full capacity and ability to ensure successful completion of this analysis phase ● Comply to the privacy ordinance and company's internal standard while handing different sources of customer information
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. successfully perform analysis on customer needs and risk profile ii. ensure the analysis are done based on sufficient amount of information and evaluated according to the company's established policies
Remark	