

Functional Area: Customer Relationship Management (Execution & Implementation)

1. Title	Develop programmes or activities to maintain and intensify customer relationship	
2. Code	ITCSCR510A	
3. Range	This UoC applies to all considerations and arrangements for the development of programmes or activities geared to maintain and intensify customer relationship. This includes different public relations or marketing programmes for different business areas at various market segments to promote customer loyalty.	
4. Level	5	
5. Credit	4	
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 grasp the key issue that maintenance and upgrading / intensifying of customer relationship is fundamental to the success of any ICT product / service, and even the entire company as a whole ● Fully understand the necessity in evaluating existing customer profiles and related business activities for the purpose of appropriately designing customized CRM activities ● Fully aware of the necessity in developing a range of different programmes or activities to interact with customers based on the preference of different market segments ● Fully alert that performance of the different programmes / activities developed must be accurately monitored and measured to evaluate their effectiveness in enhancing customer relationship ● Be aware of the wide range of factors needed to be considered in segmenting customers and designing CRM programmes / activities for individual segments ● Be aware of the wide choices of methods and metrics in measuring performance of the different programmes / activities <p>6.2 Develop programmes or activities to maintain and intensify customer relationship</p> <p>Be able to:</p> <ul style="list-style-type: none"> ● Evaluate real time customer information for both marketing and service, along with service centre management operations reporting in order to design suitable programmes / activities ● Analyse with good accuracy information about customers' buying habits, utilisation of ICT services or demographics to accomplish targeted marketing and customer servicing, with the aid of software tools / techniques such as data warehousing, data mining, etc. ● Evaluate the findings of targeted marketing / servicing analysis so as to market the right products to the right customers ● Establish different communication channels to provide customer accesses to own ICT products / services information and provide feedback ● Develop and implement loyalty programmes to engender and enhance customer loyalty ● Design customer interaction processes in the service delivery flow to ensure individual relationship with customer is established ● Develop evaluation metrics and performance standards for the programmes / activities by utilising specialised skills in performance measurement 	

	<ul style="list-style-type: none"> ● Determine suitable tracking and monitoring methods and software tools to evaluate the performance of the programmes / activities ● Design mechanism in analysing and reporting the evaluation on programme effectiveness which include bottom-line figures, customer perceptions, cost, participation rates, etc <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always ensure all related staff members contribute their greatest effort and honestly while designing or performing programmes / activities targeted for customer relationship ● Always maintain the proper balance of interests between customers, employees and even the company as a whole ● Handle all activities / findings in a scientific and objective manner
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. successfully design a set of programmes / activities together with the evaluation mechanism on enhancing customer loyalty to the company ii. ensure the design of programmes / activities is based on the analysis of the target customers and expertise in designing loyalty programmes iii. ensure the successful implementation of the CRM programmes / activities and the ability to maintain and intensify customer relationship
Remark	