

Functional Area: Customer Relationship Management (Execution & Implementation)

1. Title	Develop a customer-centric culture in the organisation and organisation memory of customers	
2. Code	ITCSCR511A	
3. Range	This UoC applies to all considerations and actions relating to the development of a customer-centric culture within the organisation. On the other hand the UoC also cater for the creation and maintenance of “Organization Memory” for the customers.	
4. Level	5	
5. Credit	3	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Develop a customer-centric culture in the organisation and organisation memory of customers</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> ● Fully understand the worthiness in establishing a customer-centric culture within the organisation, such that all levels of staff members will work towards such a target ● Grasp the deemed necessity in influencing / motivating all levels of staff members about the idea and importance of “customer-centric” ● Fully alert that the target of customer-centric can be materialised only when accompanied with a set of well designed CRM programmes / activities loyally performed by different levels of staff members ● Grasp the key issue that in complementary with the company’s customer-centric culture, there is the necessity of developing an organisation memory among the customers ● Understand that the building of organisation memory is a long term and resources consuming task requiring the support of suitable CRM programmes / activities ● Be aware of the wide range of factors to be considered and the wide choice of methods / techniques in performing the “customer centric” and “organisation memory” cultivations <p>Be able to:</p> <ul style="list-style-type: none"> ● Create a customer-centric atmosphere within the company and ensure all levels of staff members are aware of it and act accordingly in their daily routines ● Sustain and intensify the idea and importance of customer-centric culture in the company, including training, periodic review, reward and penalty programmes, etc ● Set up behavioural samples to demonstrate customer-centric mindset such as observing customers and identifying their needs when interacting with them, showing respects to customers, etc ● Set up behavioural samples for dealing with customers to cultivate the seed of organisation memory in them, such as greeting customers proactively in a timely and professional manner, answering customer enquires by providing appropriate information and following up their needs when necessary, offering value-added services to customers proactively when appropriate ● Establish and maintain an effective monitoring mechanism for recording and subsequent review of the effectiveness of those tasks targeted for “customer-centric” and “organisation memory”, utilising software tools / packages if appropriate

	<p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always ensure all related staff members contribute their greatest effort honestly while handling and contacting customers ● Always treat the interest of customer as the highest priority issue
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. successfully cultivate a customer-centric culture within the company ii. successfully build up an organisation memory among customers in different market segments iii. ensure sustainability of the above activities and their continuous positive contribution to the company
Remark	