

**Functional Area: Customer Relationship Management (Execution & Implementation)**

1. Title	Identify alternative approaches to accomplish organisation CRM strategies	
2. Code	ITCSCR515A	
3. Range	This UoC applies to all planning and consideration for the exploration and investigation of alternative approaches to accomplish the company's CRM strategies and sub-strategies. Such CRM strategies and the initial means to accomplish them should have been established at an earlier stage.	
4. Level	5	
5. Credit	6	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Identify alternative approaches to accomplish organisation CRM strategies</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> <li>● Fully understand that the CRM strategies and sub-strategies, as established by management need a well-planned programme for accomplishment</li> <li>● Fully alert of the availability of a wide range of choices for methods, procedures and programmes to accomplish those CRM strategies, and exploration and investigation of these different approaches is beneficiary to the company</li> <li>● Understand that investigating and establishing alternative approaches to the existing choices is not a waste of effort, but can satisfy multiple purposes such as backup, complementary, replacement, and contingency, etc</li> <li>● Grasp the key issue that multiple and alternative approaches can also be adopted to cater for different products / services, scenarios, customer segments groups, geographic locations, etc</li> <li>● Be aware of the impact to resources allocation and costing if alternative approaches are decided to be adopted as the accomplishing CRM strategies</li> <li>● Be aware of the necessity of employees deployment or re-training if alternative approaches for CRM strategies are to be adopted</li> </ul> <p>Be able to:</p> <ul style="list-style-type: none"> <li>● Accurately identify different approaches to accomplish the company's CRM strategies, and understand their relative strengths and weaknesses</li> <li>● Formulate the roadmap of CRM strategies which cover different scenarios, customer segment groups, products / services, etc</li> <li>● Develop a cohesive and compelling CRM roadmap by conducting research to find out the effectiveness and efficiency of different alternatives and prioritise / arrange them appropriately according to the company's context</li> <li>● Tailor different approaches and make choices among say insourcing, outsourcing, combination, or relying on the services of an independent organisation</li> <li>● Evaluate and select among different CRM software systems for the company</li> <li>● Ensure proper documentation of the details and implications about these alternative approaches for management's review and new direction with the help of appropriate software such as a CRM package</li> </ul>

	<p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>● Always ensure all related staff members to contribute their greatest effort, accurately and honestly while investigating and exploring the different approaches and means to accomplish the company's CRM strategies</li> <li>● Always maintain the proper balance of interests between customers in different market segment groups and the company as a whole</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 investigate and identify a list of feasible and reasonable approaches to accomplish the company's CRM strategies as established earlier</li> <li>ii. ensure any such alternative approach can be put into practice in a timely manner in case of necessity</li> <li>iii. ensure the different approaches can bring the expected returns / results if adopted</li> </ol>
Remark	