

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

1. Title	Identify procedure and processes to ensure customer perception of the company is consistently maintained and further enhanced	
2. Code	ITCSCR516A	
3. Range	This UoC applies to all methods and actions relating to the sustenance of customer perception towards the company and exploring of chances for its enhancement and strengthening. This task is closely related to the UoC ITCSCR511A - "Develop a customer-centric culture in the organisation and organisation memory of customers".	
4. Level	5	
5. Credit	3	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Identify procedure and processes to ensure customer perception of the company is consistently maintained and further enhanced</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> <li>● Recognise the importance in sustaining positive perception of customers towards the products / services supplied by the company and the company as a whole</li> <li>● Recognise the necessity that customer perception must be maintained / enhanced / strengthened over the long run if development of the company is to be continued</li> <li>● Fully understand the target of customer perception sustenance / enhancement can only be achieved with a set of well designed CRM programmes / activities</li> <li>● Master the key factor that accomplishment of customer perception sustenance / enhancement demand the effort from all levels of staff members responsible for communicating with and serving the customers</li> <li>● Comprehend the deemed necessity in influencing / motivating all levels of staff members towards the idea and importance of keeping positive customer perception</li> <li>● Be aware of the wide range of factors to be considered and the wide choice of methods / techniques in designing CRM activities for enhancing customer perception</li> </ul> <p>Be able to:</p> <ul style="list-style-type: none"> <li>● Create an atmosphere of "quality customer service" within the company such that all levels of staff members are aware of and will act accordingly in their daily routines, say in the form of mission statement</li> <li>● Promote the company's "quality customer service" pledge to customers in all market segments, and even the society as a whole, say by means of advertisements</li> <li>● Establish and disseminate to staff members practical examples to improve / enhance customer perception towards the company, such as observing customers and identifying their needs when interacting with them, showing respects to customers, etc.</li> <li>● Establish and implement various programmes to enhance customer loyalty and relationship, such as long term discount programme, trade-in programme, rewards for introducing new customer, periodic product / service news release for existing customers, etc</li> </ul>

	<ul style="list-style-type: none"> <li>● Strengthen internal administrative arrangements such that all levels of employees can gain access to and share the same information about customers, and thus can act in a consistent and positive manner when dealing with them</li> <li>● Lead periodic reviews / meetings with staff members involved in customer contact / service so as to investigate the effectiveness of existing customer perception enhancement programmes, also explore opportunities to improve customer relationships</li> </ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>● Always ensure all related staff members contribute greatest effort and express the “quality customer service” image in their daily routines of customer handling</li> <li>● Always maintain the proper balance of interests between customers 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 establish the “quality customer service” atmosphere in the company</li> <li>ii. successfully establish various programmes for sustenance / enhancement of customer perception towards the company</li> <li>iii. ensure there is an increase in the number new customers and product loyalty of existing customers</li> </ol>
Remark	