

**Functional Area: Customer Relationship Management (Customer Satisfaction Management)**

1. Title	Set up measurement yardsticks / metrics / service level agreement (SLA) for customer satisfaction and quality assurance (QA)	
2. Code	ITCSCR517A	
3. Range	This UoC applies to all considerations and arrangements in the setting up of various means to measure customer satisfaction and for quality assurance of the company's products and services. This is the first task for the task group "Managing Customer Satisfaction" and paves the foundation for all subsequent activities in this aspect.	
4. Level	5	
5. Credit	6	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Set up measurement yardsticks / metrics / service level agreement (SLA) for customer satisfaction and quality assurance (QA)</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> <li>● Fully understand that the foundation of customer satisfaction management is the accurate measurement and evaluation of the quality of the products / services from the perception of customers</li> <li>● Fully grasp the necessity in setting up effective means / yardsticks / metrics to measure or quantify the level of customer satisfaction</li> <li>● Fully understand in case of necessity the entering into agreements / compromises with customers regarding the quality levels of the services to them, say by means of a Service Level Agreement (SLA)</li> <li>● Be aware of the importance in arranging qualified personnel to manage the setting up &amp; usage of tools, and reporting / interpreting of those measured outcomes related to customer satisfaction and quality assurance</li> <li>● Be aware of the importance in ensuring a barrier free communication among employees, management, and even customers in issues regarding customer satisfaction and products / services quality assurance</li> </ul> <p>Be able to:</p> <ul style="list-style-type: none"> <li>● Analyse both the customer base of the company and the market to identify the different customer segments and their characteristics so as to discern customer service required</li> <li>● Clearly identify and compare requirements and expectations on customer services of different groups of customers</li> <li>● Establish standards / metrics of customer service quality in different selling stage and scenarios, the standards / metrics can be quite versatile depending on the actual products / services delivered, with examples such as MTBF, MTTR, etc</li> <li>● Precisely develop processes and measurement yardsticks / metrics to ensure the company's requisite customer service is delivered in proper manner to the correct target customer groups</li> <li>● Tactfully develop customer service strategies based on targeted customers which can address customer needs and satisfaction, and even take full advantage of new business opportunities simultaneously</li> </ul>

	<ul style="list-style-type: none"> <li>● Design service improvement programmes for different sales channels which are essential for customer acquisition / retention, and raising their satisfaction level</li> <li>● Explore opportunities to develop and offer SLA type guarantees to customers to assure them of the quality of the products / services, which in reality is a part of a service contract where the level of service is formally defined</li> <li>● Design assessment tools to review regularly how customers benefit from the products / services offered to them and how well the company's service systems can address their needs</li> </ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>● Always ensure that all related personnel contribute their greatest effort honestly in offering their services to customers</li> <li>● Always stick to all established measures and agreements when dealing with customers and take the latter interests as the highest priority issue</li> <li>● Always maintain an optimal balance between all related technological, political, social and legal issues</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 set up quality assurance and evaluation measures on customer services to ensure the quality of services during the entire selling processes</li> <li>ii. devise measures / metrics based on the analysis on the characteristics of different customer segments and their requirements</li> <li>iii. ensure the ultimate increase in the quality of customer services and successfully raise customers' satisfaction level</li> </ol>
Remark	