

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

1. Title	Set up appropriate customer feedback channels including communication channel with outsourcing parties for conveying customer needs and recommending improvement proposals	
2. Code	ITCSCR518A	
3. Range	This UoC applies to all tasks and actions related to the establishment of communication channels with customer to solicit their needs and feedbacks regarding the products / services they purchased. Such feedback channels are also set up for similar communication with related outsourcing parties.	
4. Level	5	
5. Credit	3	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Set up appropriate customer feedback channels including communication channel with outsourcing parties for conveying customer needs and recommending improvement proposals</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> <li>● Fully understand the importance in maintaining continuous communication with customers and also outsourcers in order to solicit their needs and proposals regarding the products / services</li> <li>● Fully aware of the necessity in establishing efficient and effective channels in order to achieve the purpose of communicating with customers in different market segments established earlier</li> <li>● Be fully aware of the contribution of outsourcers in broadening the communication with customers, and must therefore take them into consideration for communication channels establishment</li> <li>● Grasp the key issue that channels for communication with customers and outsourcers can exist in a wide variety of forms, each with its relative advantages and different establishment costs, examples include formal and casual meetings, visits, interviews, charity and social activities, etc.</li> <li>● Fully alert that timely and accurate collection of customer needs and proposals must be succeeded by their detailed analysis and appropriate follow up actions</li> <li>● Be aware of the potential huge benefits derived from the exchange of ideas with customers and solicitation of accurate and constructive feedbacks / proposals from them</li> </ul> <p>Be able to:</p> <ul style="list-style-type: none"> <li>● Ensure allocation of sufficient resources to conduct regular and ad hoc contacts / meetings with customers, and outsourcers participating in customer communication</li> <li>● Design original usage of the wide variety of means to contact customers, always with the idea of offering maximum flexibility for the customers</li> <li>● Comprehend all opportunities to explore the requirements and needs of customers, and also seek their proposals for improvement during all chances in meeting with them</li> <li>● Skilfully transform customer requirements into actions or tasks to be followed up by designated employees</li> <li>● Evaluate and determine the necessity in requesting additional resources from management to accomplish the fruitful solicitation of customer requirements / recommendations</li> </ul>

	<ul style="list-style-type: none"> <li>● Supervise the recording and documentation of the essential details during the contacts and meetings with customers for review, analysis and follow up purposes</li> <li>● Always ensure all employees / outsourcers contribute their greatest effort honestly in the process of communication with customers</li> <li>● Always place the interest of customers in the highest priority during the contact with them</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 effective and efficient communication channels with customers and / or participating outsourcers</li> <li>ii. obtain useful information in the form of customer feedbacks and recommendations towards the products / services</li> <li>iii. design appropriate follow up actions / activities to raise customer satisfaction</li> </ol>
Remark	