

Functional Area: Customer Relationship Management (Customer Satisfaction Management)

1. Title	Analyse customer feedbacks and / or UAT results, take appropriate actions to address and propose alternative follow up actions	
2. Code	ITCSCR519A	
3. Range	This UoC applies to all tasks and actions related to the analysis of customer feedbacks and user acceptance test results if applicable. Also included is the setting up of alternative follow up actions to address customer comments and feedbacks.	
4. Level	5	
5. Credit	6	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Analyse customer feedbacks and / or UAT results, take appropriate actions to address and propose alternative follow up actions</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> ● Fully understand the necessity in collecting customer opinions and feedbacks, and if applicable other forms of customer information such as results of user acceptance tests for the company's products / services ● Grasp the importance in conducting a detailed analysis of those customer information gathered in order to obtain performance figures in a number of indicators including customer satisfaction level, potential sales, etc. ● Fully comprehend the fact that any business analysis should be followed by proposals of actions / activities to tackle the problems discovered or explore any new opportunities identified ● Be aware of the potential demand for additional human and other resources in order to implement the follow up actions / activities proposed in response to customer feedbacks ● Be aware of the influence of market competition and competitors' actions / movements to customer analysis and remedy actions establishment tasks <p>Be able to:</p> <ul style="list-style-type: none"> ● Establish in advance clear and unambiguous guidelines and procedures for the in-depth analysis of customer feedbacks gathered from different sources and via different channels (such as results of an UAT) ● Lead and arrange qualified employees to provide pro-active and responsive service to handle customers' grievances on products / services related incidents, resolving them promptly and at the same time clarify / consolidate customers' concern ● Solicit customer feedbacks and probe if there are any concerns on customer satisfaction, also probe and identify the undermined genuine concerns of customers in additional to those superficial reasons ● Establish a comprehensive database of customer feedbacks and the appropriate ways in storing, handling, analysing and reporting the information therein ● Ensure the analysis is performed at the appropriate level of depth, balancing the situation of limited input resources and maximum expected findings

	<ul style="list-style-type: none"> ● Closely monitor the work performed by personnel involved in in-depth product / service analysis on a continuous basis, and in case of outsourcing, ensure external personnel will perform in the same manner and produce comparable results as the company's own employees ● Interpret with high accuracy the feedback findings and summarise them in suitable format for perusal / understanding by employees involved in those follow up or remedy activities ● Demonstrate the ability to provide alternative products / services recommendation / solutions after investigating and understanding customer's needs and concerns as expressed in their feedbacks ● Consolidate those in-depth product / service analysis findings and recommended solutions to senior management for their decisions / approvals ● Disseminate those product / service analysis findings to related staff members, and give clear instructions and directions to their subsequent follow up actions <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always ensure all related staff members contribute their greatest effort honestly in the process of soliciting and analysing customers' feedbacks towards the company's products and services ● Always strike a proper balance of interests between customers and the company as a whole
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. successfully set up the procedure to capture customer feedbacks via various channels ii. accurately interpret those customer feedbacks findings with key underlying reasons and concerns identified iii. propose alternative solutions / activities in response to the concerns and suggestions of customers iv. arrange suitable employees to perform those proposed follow up actions and be able to improve customer satisfaction
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