

**Functional Area: Customer Relationship Management
(CRM Philosophy & Strategic Formulation)**

1. Title	Define and adopt a CRM philosophy of the company	
2. Code	ITCSCR601A	
3. Range	This UoC applies to all considerations, operations and steps relating to the defining and adopting of a customer relationship management philosophy for the company. This job step is a high level operation and paves the foundation for all subsequent CRM activities.	
4. Level	6	
5. Credit	3	
6. Competency		<p><u>Performance Requirement</u></p> <p>6.1 Possess the knowledge in the subject area</p> <ul style="list-style-type: none"> ● Fully understand that all CRM related activities of an organisation need a set of company-wide philosophy as the objectives to pursue and guidelines to follow ● Fully comprehend that the setting of company-wide CRM philosophy can be time consuming and take into consideration a wide range of factors and situations ● Accurately grasp the fact that the setting of company-wide CRM philosophy involves different groups of people as stakeholders, including customers, employees, and even the general public ● Clearly identify the importance of compatibility between the company's corporate objectives / missions and the company's CRM philosophy ● Master the fundamental nature that any CRM philosophy must be geared towards the maximum benefits of the customers ● Be aware of the versatility in opinions, theories, practices and academic researches towards the setting of corporate wide CRM philosophy <p>6.2 Define and adopt a CRM philosophy of the company</p> <p>Be able to:</p> <ul style="list-style-type: none"> ● Lead, co-ordinate and supervise the proposal of a set of company wide CRM philosophy for consideration and evaluation by top management ● Demonstrate good and thorough understanding of the company's overall objectives and missions. Incorporate the ideas into the set of proposed CRM philosophy for the company ● Clearly explain the different sets of CRM philosophy and highlight their differences for management's consideration and later adoption ● Effectively bundle the final set of adopted CRM philosophy into a format which is easily understood by all levels of staff members, using clear and unambiguous descriptions and narrations ● Clearly and persuasively present the finally adopted set of CRM philosophy to all stakeholders and also the general public for propagation purpose ● Plan and direct various follow up and subsequent activities to promote the CRM philosophy of the company

	<p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always strike an optimal balance of interests between customers and the company during the CRM philosophy definition and formulation steps ● Always work with full capacity and ability to ensure successful adoption of the most ideal set of CRM philosophy for the company ● Always maintain an optimal balance between all related technological, political, social and legal issues
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. successfully define and adopt a final set of CRM philosophy for the company ii. ensure the long lasting of the adopted company's CRM philosophy iii. ensure the improvement of company image and profitability over the long run
Remark	