Functional Area: Customer Relationship Management (Execution & Implementation)

1.	Title	Develop overall CRM framework covering all programme of activities from pre-sale to post-sale
2.	Code	ITCSCR603A
3.	Range	This UoC applies to all considerations and actions relating to the development of an overall CRM framework for the company, which serves as guidelines for all subsequent customer relationship activities with time-frames from pre-sale and post-sale periods.
4.	Level	6
5.	Credit	6
6.	Competency	6.1 Possess the knowledge in the subject area Performance Requirement ● Fully understand that the setting up of a framework is common to all programme of activities which serves as guidelines or references, and CRM activities also need such a framework ● Accurately grasp the fact that the nature of CRM activities is quite versatile, labour intensive and covers a long time period ranging from pre-sale and post-sale of an ICT product / service ● Fully aware that the setting up of a practicable framework of activities depends heavily on the specific type of industry, for example the pre-sale and post-sale issues for subscription of services are quite different from computer hardware procurement ● Master the specific nature of products / services and the specific demand and response of consumers for such products / services ● Grasp the key issue that even a well designed and established framework of activities need a suitable qualified and enthusiastic personnel to achieve successful implementation ● Be aware of the wide range of factors needed to be considered in setting a CRM framework of activities for the company 6.2 Develop overall CRM framework covering all programme of activities from pre-sale to post-sale Be able to: ● Demonstrate the ability to establish an overall CRM framework of activities for the company, taking into consideration factors such as customer needs, stakeholders requirements and resources constraints ● State clearly in the framework the different time periods elapsed (usually divided into pre-sale and post-sale periods) and activity items to be included in each specific time period ● Demonstrate the ability to formulate pre-sale CRM activities such as marketing, advertising, information dissemination, etc ● Demonstrate the ability to formulate post-sale CRM activities such as feedback mechanism, recovery mechanism, and even some marketing goings-on ● Properly arrange staff members with proficient technical knowledge, business knowhow and soft skills to participate at various phases set at the CRM framework

		• Supervise the documentation / recording of CRM framework activities and business processes, at the same time suitably deploy application software such as Office Tools, popular DBMS, Business Intelligence packages and data mining • Lead all involved stakeholders to understand and stick to the details as stated in the CRM framework
	6.3 Exhibit professionalism	• Always ensure all related staff members contribute their greatest effort honestly while developing and / or working according to the CRM framework of activities • Always maintain the proper balance of interests between customers and the company as a whole

7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to:
	   i. successfully establish the company's CRM framework of activities after considering all relevant factors
	   ii. ensure all involved staff members stick to and observe the requirements set in the CRM framework
	   iii. ensure customers react positively to all CRM activities organised by the company	

Remark		