

Functional Area: Product & Service Life Cycle (Operation / Support)

1. Title	Gather responses from customers	
2. Code	ITCSPL202A	
3. Range	This UoC applies to all tasks and steps targeted for the gathering of responses from customers after introduction of a new product / service to the market. This is a highly important activity as findings should be used to fine-tune the related product to ensure its continuous success in the market.	
4. Level	2	
5. Credit	3	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Gather responses from customers</p> <p>6.3 Exhibit professionalism</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> ● Understand that customers as the most important focus group for the company and their preferences determine the final success / failure of the product in concern ● Understand the key necessity for gathering responses and feedbacks from customers, and the step should be done in an accurate and timely manner ● Understand the importance of promptly analysing user responses and determine their implications for subsequent actions ● Be aware of the wide range of methods and techniques in collecting user responses, and their adopting are affected by various factors and situations ● Be aware of the significant demand for human resources to successfully complete the gathering of user feedbacks and responses <p>Be able to:</p> <ul style="list-style-type: none"> ● Get acquainted in advance a clear and easy to follow list of activities for gathering useful responses and feedbacks from customers of our new products / services ● Request in advance the allocation of resources, especially human resources to carry out the list of responses gathering activities ● Estimate in advance the training and skill upgrades for handling customer responses (training details are to be elaborated in subsequent UoCs) ● Carry out customer responses gathering tasks, always with accuracy and timeliness in mind ● Deploy a wide range of methods / techniques to gather responses from customers, say from traditional interviews and questionnaires to proactive visits, customer clubs, etc ● Draw conclusions about the main concern of customers and how satisfactions towards our products can be raised ● Initially estimate the required additional analytic resources, after reviewing customer responses ● Always maintain a proper balance between the interests of the company and customers during the process ● Always work with full capacity and ability to ensure capturing of useful information from customers ● Always work according to established procedures and guidelines
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. successfully conduct a set of activities to gather customer responses towards the product in concern ii. ensure timely and accurate analysis of gathered information and determine appropriate follow up actions 	
Remark		