

Functional Area: Product & Service Life Cycle (Product Strategy Formulation)

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| 1. Title | Collect customer requirements |
| 2. Code | ITCSPL301A |
| 3. Range | This UoC applies to the follow on operations of collecting, handling and analysing customer requirements after any events of customer contact. There can be a wide range of customer requirements to be handled, with different levels of details and nature. |
| 4. Level | 3 |
| 5. Credit | 2 |
| 6. Competency | <p style="text-align: center;"><u>Performance Requirement</u></p> <p>6.1 Possess the knowledge in the subject area</p> <ul style="list-style-type: none"> ● Recognise the importance of obtaining customer requirements to the success or failure of the company's products / services ● Understand the importance of performing customer requirements collection in an efficient and accurate manner ● Understand the necessity for analysing the solicited customer requirements on a continuous basis ● Be aware of the different methods and procedures in collecting the required information from customers ● Be aware of the impact on input resources allocation in the process of collecting customer requirements <p>6.2 Collect customer requirements</p> <p>Be able to:</p> <ul style="list-style-type: none"> ● Apply different methods of collecting customer requirements and determine the best choice each time ● Collect customer requirements in the most appropriate format and ensure correctness of the contents ● Store and manage the collected customer information in the most appropriate manner to facilitate subsequent analysis, review and follow up, using computer based software such as data warehousing, CRM, when necessary ● Step through a structured process for the consolidation of information ● Report the findings about customer requirements to supervisors <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always work with full capacity and ability while in the process of collecting and handling customer requirements ● Always maintain an optimal balance between the interests of the company and customers in all customer facing activities ● Always adopt fair treatment to customers in different segments ● Stick to all established procedures and guidelines at all time |
| 7. Assessment Criteria | The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"> i. collect essential requirements and suggestions from customers on time and in an accurate manner ii. effectively process those customer feedbacks towards existing products / services and transform them into actions for proposal to supervisors |
| Remark | |