

Functional Area: Product & Service Life Cycle (Service Commissioning)

1. Title	Collect and evaluate the responses of potential customers	
2. Code	ITCSPL307A	
3. Range	This UoC applies to all operations and procedures performed to collect, process, analyse and evaluate the responses of potential customers to the new product / service in concern. This is the first and fundamental step for the task group “Market and customer responses monitoring”.	
4. Level	3	
5. Credit	3	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Collect and evaluate the responses of potential customers</p> <p>6.3 Exhibit professionalism</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> ● Understand the importance of collecting and evaluating customer responses to the overall success of the new product / service ● Understand the significant contribution of new / potential customers to the overall profitability of the company as a whole ● Understand the great importance of collecting accurate and timely feedbacks from customers in order to derive useful information for subsequent analysis ● Understand the necessity to analyse information obtained from customers and evaluate the possible impact to the new product in concern ● Be aware of the wide variety of methods and techniques to collect and analyse customer feedbacks, and their suitability to own company and the particular product / service <p>Be able to:</p> <ul style="list-style-type: none"> ● Explore the possible sources to solicit feedbacks and comments from potential customers towards the new products / services ● Co-ordinate with departments (such as marketing) or staff members in charge of customer contacts to ensure the timely and accuracy in collecting customer responses ● Design alternative information collection schemes / procedures based on the differences in the nature of the products / services ● Design various means to collect information based on different customer groups, such as paying regular visits to co-corporate clients ● Arrange different channels to meet customers (especially potential new customers) such as road shows, promotion seminars, etc ● Strengthen internal units responsible for customer contacts to serve as tentacle for feedback collection, such as customer hotline, help desk, marketing, sales, etc ● Effectively carry out the data processing and analysis functions to convert customer responses to useful information for fine-tuning in the remaining phases of the product life cycle ● Explore follow-on activities to materialise the findings and decisions after customer responses analysis ● Always ensure all level of staff members will contribute their greatest effort for this task step, and at the same time ensure the benefits of all related parties ● Always work with full capacity and ability to ensure successful completion and utilisation of customer feedbacks
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: i. collect useful information from potential customers for the new products ii. design constructive follow up actions after customer information collection and analysis	
Remark		