

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

1. Title	Convey feedbacks to marketing, internal product group, front-line team	
2. Code	ITCSPL309A	
3. Range	This UoC applies to all necessary actions and arrangement to enhance internal communication. The objective is that customer feedbacks and suggestions can be disseminated effectively to different related departments or individual staff members.	
4. Level	3	
5. Credit	2	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Convey feedbacks to marketing, internal product group, front-line team</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> ● Understand the fundamental necessity of effective internal communication in order to coordinate understanding and subsequent activities ● Understand the importance of sending accurate and timely information to staff members who need to work towards a common objective but are responsible for different areas ● Understand that customers are longing for timely answers and responses after reporting a problem / proposal, and a good internal communication system is essential in achieving satisfactory customer services ● Be aware of potential danger and losses with delays or even misunderstanding in the company's internal communication channels ● Be aware of the various means of information conveyance such as direct calls, emails, memos, meetings etc, or a combination of them <p>Be able to:</p> <ul style="list-style-type: none"> ● Carry out or supervise the dissemination of customer feedbacks / proposals to various internal parties working for the new products, such as marketing, internal product group, front-line team, etc ● Prepare in a clear, unambiguous and easy to understand format the information to be disseminated to various internal parties / individuals ● Arrange proper channels / means to disseminate the above information, also ensure that the flow is bi-directional, and with no delay ● Be always alert of the fact that effective and efficient communication are just the means, the underlying objectives are to seek staff's understanding and consensus to follow up actions ● Communicate with marketing department and request them to fine-tune, update or re-evaluate the marketing activities for the new product / service in concern ● Communicate with internal product group and request their investigation and re-evaluation in various aspects of the product such as design, function, capacity, etc ● Communicate with front-line team to ensure their continuous quality customer support, and strengthen their knowledge towards the new product / service and towards customer feedbacks ● Identify the potential conflicts when different departments work together and have them resolved as early as possible

	<p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always ensure all departments / staff members contribute their greatest effort at all time ● Always work with full capacity and ability to ensure effective and efficient internal communication ● Always strike a proper balance among the interests of customers, staff members and the company as a whole
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. properly and promptly convey user feedbacks about the new products / services to all related internal parties ii. ensure all related parties react and work together for enhancing the products / services accordingly
Remark	