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

1.	Title	Collect service usage statistical data
2.	Code	ITCSPL310A
3.	Range	This UoC applies to all operations and procedures in collecting customers' usage statistical data for the products, whereas the products involved actually can be physical goods or CIS related services.
4.	Level	3
5.	Credit	3
6.	Competency	<table><tr><td colspan="2">Performance Requirement</td></tr><tr><td>6.1 Possess the knowledge in the subject area</td><td>Exhibit the ability to: ● Understand the importance of collecting and analysing statistical data ● Understand the methodology and standard procedure in collecting product / service usage statistics ● Understand the operation of various tracking systems (if any) built to keep track of the utilisation of the particular product / service ● Be aware of the sensitivity of the collected statistics ● Be aware of the timeliness of the collected statistics</td></tr><tr><td>6.2 Collect service usage statistical data</td><td>Be able to: ● Develop and implement procedures to record statistical data on product / service utilisation accurately ● Develop and implement procedures to identify different customer segments according to utilisation pattern and volume ● Develop and implement procedures to properly record and store statistics at different time intervals, and be able to present and interpret the trends ● Process the collected statistical data to facilitate forecasting in future revenue and products/services planning ● Design different templates / formats to present the statistical data, for utilisation by employees such as the sales team or project team members</td></tr><tr><td>6.3 Exhibit professionalism</td><td>● Following established procedures at every step of customer contact and information seeking ● Work with full capacity and ability to meet the quality standard of a product manager ● Maintain the idea of customer focus at all time</td></tr></table>
7.	Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: i. successfully obtain the service usage statistical data for own products / services in an accurate and timely manner ii. ensure the statistical data obtained have positive contribution to the subsequent product / services reviews and refining activities
	Remark	