

Functional Area: Product & Service Life Cycle (Retire)

1. Title	Carry out products / services switching / phase-in	
2. Code	ITCSPL319A	
3. Range	This UoC applies to all arrangements, procedures and tasks relating to the carrying out of successor products switching or phase-in after decommissioning and de-installation of the previous products / services. This is a key step in customer retaining at expiry of a particular product / service.	
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"> ● Understand the ultimate importance of product switching or phase-in as the means to retain customers and maintain competitiveness, even after expiry and un-installation of the previous product / service ● Understand the strong correlation between smooth product switching / phase-in and customer satisfaction / loyalty ● Understand the similar nature between product switching / phase-in and new product /service installation, and requiring efforts and resources at a similar level ● Understand that necessity for deploying suitable and qualified personnel to actually carry out the product / service switching / phase-in tasks ● Be aware of the different methods and technique to perform product / service switching / phase-in, each with its own advantages and unique resources requirement <p>6.2 Carry out products / services switching / phase-in</p> <p>Be able to:</p> <ul style="list-style-type: none"> ● Well plan in advance the most suitable product / service switching / phase-in scheme for customers indicating the desire to retire some existing products / services ● Explore chances to proactively recommend customers to replace / upgrade their existing products / services, which should result in mutual benefits to the company and customers ● Identify the most suitable staff member or member groups, or even outsourcers to conduct the actual products / services switching / phase-in, with special focuses on their technical and soft skills ● Actually carry out those product switching / phase-in job tasks and working steps ● Take note of and handle those outstanding relationship between the old and newly switched in products, with customer satisfactions treated as the top priority consideration ● Perform all necessary follow up actions and procedures similar to new product / service installation ● Effectively communicate with all level of staff members involved in working with or supporting the newly switched in / phased-in products / services <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always ensure all related staff members contribute their greatest effort in carrying out the product / service switching / phase-in tasks ● Always strike a proper balance of interests between customers and the company at all time 	

7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: i. successfully arrange a successor product / service for customers after expiry of the previous one ii. efficiently and effectively switch or phase-in the new successor products / services for the customers iii. successfully retain customer loyalty and maintain customer relationship after introducing the successor products
Remark	