

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

1. Title	Communicate with customers
2. Code	ITCSPL402A
3. Range	This UoC applies to all operations involved in the routine but important tasks of keeping in touch with customers. Staff members involved can range from top management to front-end employees. There also exists a wide range of modes and depth of customer contact.
4. Level	4
5. Credit	3
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 communication with customers in soliciting their requirements ● Recognise the importance of communication with customers in order to introduce them the company's products / services ● Fully understand the importance of regular communication with customer in maintaining their loyalty towards the company's products / services ● Identify different means of contacting customers including meetings, visits, interviews, electronic media and other social activities ● Forecast potential benefits derived from the frequent exchange of ideas with customers <p>6.2 Communicate with customers</p> <p>Be able to:</p> <ul style="list-style-type: none"> ● Allocate resources to conduct regular and ad hoc contacts and meetings with customers ● Master various means to contact customers, always with the idea of maximum flexibility for the customers ● Explore the requirements and needs of customers during all chances of meeting with them ● Transform customer requirements into actions or tasks ● Determine the necessity of requesting additional resources from management to fulfil the solicited customer requirements ● Accurately record the essential contents during contacts and meetings with customers for review, analysis and follow up purposes, using computer based software such as data warehousing, CRM, etc when necessary <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always work with full capacity and ability while getting in touch with customers ● Always place customers benefits in first priority, and with commitment to provide the best customer services ● Always adopt fair treatment to customers in different segments
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"> i. get in touch with customers when needed ii. effectively communicate with customers and solicit their feedbacks towards the products and the company as a whole
Remark	