

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

1. Title	Review the service usage level of customers periodically	
2. Code	ITCSPL420A	
3. Range	This UoC applies to all actions and tasks related to the periodic review of customers' usage level for the new product / service in concern. Such information reflects to what extent the product are accepted, and the trend can also be obtained by routine observation.	
4. Level	4	
5. Credit	3	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Review the service usage level of customers periodically</p> <p>6.3 Exhibit professionalism</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> ● Fully understand the necessity in obtaining usage / consuming level of the new product / service in order to determine the scale of operation in the remaining product life cycle ● Accurately grasp the importance of accurate usage level measurement and explore the underlying reasons as far as possible ● Understand the necessity for routine conduction of such information gathering and reviewing tasks in order to avoid factors due to seasonal or ad hoc factors ● Be aware of the situation that periodic usage level reviewing also indicates the effectiveness of the promotion / marketing operations performed so far ● Be aware of wide spectrum of possible factors affecting product usage level and that a wider range of follow up actions can be considered <p>Be able to:</p> <ul style="list-style-type: none"> ● Actually conduct or supervise the carrying out of periodic gathering and review of customers' usage level for the product/ service in concern ● Design a well-defined time frame for information gathering and reviewing (such as weekly, monthly or quarterly, etc), and allocate appropriate resources for the tasks ● Effectively comprehend and process the gathered information from different angles and dimensions, and if necessary with the aid of software such as DBMS, Data Warehousing, etc ● Accurately analyse the gathered information and draw valid conclusions / explanations for them ● Propose the most cost effective follow up actions based on the review findings, with the purpose to increase / improve future product usages ● In case of necessity, able to purpose changes looping back to previous steps in the product development life cycle ● Effectively disseminate the review findings to all level of related staff members, to keep them aware of the latest market situation and take appropriate actions within their own domain ● Predict with good accuracy the future usage levels after implementing the purpose remedy actions, such that their effectiveness can be assessed in the next round ● Always ensure all staff members to contribute their greatest effort in this task step for product usage level review ● Always work with full capacity and ability to ensure successful completion of product usage level review
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: i. successfully complete the customer product usage level review on a periodic basis ii. draw valid conclusions and propose effective remedy actions after the review	
Remark		