

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

1. Title	Liaise with customer vendors for new products / services identification	
2. Code	ITCSPL421A	
3. Range	This UoC applies to all considerations, actions and procedures related to the communication with customers and vendors, with focus on issues about products / services upgrading or retiring. This step is performed after introducing the new product for some time, and reaching the critical point to decide on its future treatments.	
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"> <li>● Fully understand that all new products or services will, after introduction to the market for some time, face the critical choice on whether to grow with further investment or proceed to retirement</li> <li>● Aware with alertness the decision to upgrade or retire a product or service relies on a number of factors and the view points of customers are highly influencing</li> <li>● Understand the decision to upgrade or retire a product or service relies heavily on the supply side and the advices and ideas of vendors are also very important</li> <li>● Grasp the importance in establishing effectively and efficiently communication channels with both vendors and customers</li> <li>● Be aware of the possible conflicting ideas and attitudes of vendors and customers towards the same product while soliciting their feedbacks</li> <li>● Be aware of the situation that any decision on product upgrade or retirement should take into consideration their financial impacts and the overall company strategies</li> </ul> <p>6.2 Liaise with customer vendors for new products / services identification</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>● Establish effective long term communication channels with both vendors and customers</li> <li>● Communicate and liaise with customers to solicit their ideas towards the future prospect of the products / services</li> <li>● Effectively extract and filter valid points during the customers / vendors communication such as reasons for upgrading, new technology development, new features demanded for, etc</li> <li>● For upgrading, estimate with good accuracy the additional revenue associated with the refined / enhanced product</li> <li>● For retirement, anticipate with good accuracy the reduction in revenue and associated costs</li> <li>● Make the critical decision on the future step of the product / service (upgrade / retire), and work out the subsequent tasks to be followed</li> <li>● Report promptly the decision and justification to management for their final approval of the decision / follow up actions</li> <li>● Effectively disseminate the decision to different level of related staff members, and also ensure the understanding of their respective actions to be taken</li> </ul>	

	<p>Exhibit professionalism</p> <ul style="list-style-type: none"> <li>● Always ensure the proper balance of interests among customers, vendors, company and also staff members</li> <li>● Always work with full capacity and ability to ensure successful liaison with customers and vendors regarding the future prospect of the products / services</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> <li>i. carry out effective liaisons with customers and vendors and solicit their critical ideas towards the product</li> <li>ii. make the crucial decision on whether to upgrade or retire the product in concern, with sound justifications and quantifiable measures</li> </ol>
Remark	