

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

1. Title	Investigate the needs of different customer segments	
2. Code	ITCSPL502A	
3. Range	This UoC applies to needs of investigation during the early stage of the product and service life cycle, but with special focus on the wide spectrum of customer segments including existing, new and potential customers. Alternate segmenting can include factors such as age, sex, local or non-local, etc.	
4. Level	5	
5. Credit	3	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Investigate the needs of different customer segments</p> <p>6.3 Exhibit professionalism</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> ● Fully understand that there are a wide range of different customer groups and proper customer segmentation is essential ● Grasp the insight that different customer segments require different levels of customer services and can have a significant impact to resources allocation ● Comprehend the potential benefits to the overall profit of the company with proper customer segmentation ● Be aware of the significant differences in requirements of various customer segments ● Be aware of the changes in population of different customer segments and their continuous migration <p>Be able to:</p> <ul style="list-style-type: none"> ● Effectively segment customers based on company policies, marketing strategies or established guidelines such as corporate accounts, individual accounts, etc ● Supervise and ensure proper utilisation of investigation techniques to gather accurate, comprehensive and timely information from customers of various segments ● Supervise the communication with customers in different segments to grasp their needs and introduce to them additional services of the company ● Consolidate and disseminate the findings to all levels of employees and request their follow up actions in response to customer requirements ● Forecast and adjust the allocation of resources to handle needs of different customer segments with the aim of Return on Investment (ROI) maximisation ● Explore the necessity to prioritise the follow up marketing activities for focused customer segments ● Critically review with management and different working teams the policy for handling various customer segments ● Work with full capacity and ability during the entire process of customer needs investigation ● Always place customers need as first priority, and the tasks of needs investigation aim for better customer services in the future ● Always take into consideration and strike a proper balance among all related technological, political, social and legal factors
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <p>i. acquire the needs of customers with good accuracy</p> <p>ii. match / compare customer needs with existing product properties and functionalities, and propose constructive follow-up actions</p>	
Remark		