

Functional Area: Strategic / General Management (Strategising & Formulation)

1. Title	Formulate the overall CRM strategy and sub-strategies for the company	
2. Code	ITCSSG506A	
3. Range	This UoC applies to all considerations and actions to formulate the overall CRM strategy and sub-strategies for the company. This is the fundamental step for establishing targets and guidelines for subsequent steps relating to the formulation of CRM strategies and detailed implementation tasks.	
4. Level	5	
5. Credit	3	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Formulate the overall CRM strategy and sub-strategies for the company</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> ● Possess extensive knowledge of the fundamental necessity in establishing and formulating the company's overall CRM strategy and related sub-strategies, which serves as directions / guidelines for all related subsequent activities ● Possess knowledge that CRM is not just a piece of software, technology or processes used to operate the business, rather CRM is itself a strategy and needed to be established strategically ● Experienced with conducting competitive analysis and understand that a comprehensive competitors analysis has to be conducted across the range of customer segmentations established by the company ● Critically understand that strategy setting is usually indicative in nature and formulation of associated sub-strategies can effectively facilitate the actual implementation ● Be aware of the numerous factors needed to be considered, weighted and judged during the process of CRM strategy and sub-strategies formulation ● Fully aware of the crucial effects in formulating the correct CRM strategies towards the overall success of the products / services or even the company as a whole ● Keep abreast of the latest development of CRM, especially in the ICT industry <p>Be able to:</p> <ul style="list-style-type: none"> ● Critically evaluate information which influences the establishment of CRM strategies such as basic principles of CRM, common approaches and tools in CRM, etc ● Formulate roadmaps of CRM strategies and sub-strategies which cover different scenarios, with particular references to the ICT industry ● Demonstrate a high capability to ensure the roadmap of CRM strategies and sub-strategies are cohesive and compelling, and take into consideration the effectiveness and efficiencies of different alternatives ● Plan the deployment of CRM strategies and sub-strategies to ensure it is in line with the roadmap developed and in consistency with the overall company objectives and policies ● If necessary, proceed to evaluate different alternatives and select CRM software solutions that best fit the established CRM strategies and sub-strategies

	<p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Establish effective communication and reporting channels with management to ensure their understanding and support of the CRM strategies and sub-strategies proposed ● Establish effective communication and monitoring channels with staff members to ensure their understanding of the CRM strategies / sub-strategies, and work towards their implementation ● Always ensure all related staff members contribute their greatest effort and honestly in working towards the final establishment of the company's CRM strategies and sub-strategies ● Always prioritise customers' interest as highest while considering and formulating CRM strategies
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. successfully propose and establish a set of CRM strategies and sub-strategies for the company ii. present the chosen CRM strategies and sub-strategies with critical analysis against the alternative choices iii. ensure the actual implementation of the established CRM strategies and sub-strategies are following the CRM roadmap created
Remark	