

Specification of Competency Standards
for the Import and Export Industry
Unit of Competency

Functional Area - Digital Marketing

Title	Manage online customer information
Code	110967L4
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for collecting customer data in digital marketing activities and executing standardised data management.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge of online customer relationship management</p> <ul style="list-style-type: none"> • Identify tools for organising large amounts of customer data to select solutions suitable for the enterprise • Examine different modes of digital marketing activities • Examine relevant regulations on customer privacy <p>2.2.1 Execute the process of collecting customer data</p> <ul style="list-style-type: none"> • Establish standard procedures for tracking customers to collect customer data • Comply with relevant regulations on maintaining customer privacy when collecting customer data <p>2.2.2 Update and manage customer files</p> <ul style="list-style-type: none"> • Analyse customer data from digital marketing activities • Maintain and update the customer database <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Handle customer data with a commitment to protecting customer privacy • Maintain customer relationships to achieve the enterprise's sales goals
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of maintaining and update customer data files in accordance with relevant regulations to protect customer privacy • Capable of applying customer relationship strategies to achieve sales goals
Remark	This UoC is adopted from the Retail Industry UoC 107186L4