

Specification of Competency Standards of the Insurance Industry

Unit of Competency

Functional Area: Marketing

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| Title | Develop customer relationship campaigns |
| Code | 105542L5 |
| Range | This unit of competency is applicable to those who are responsible for developing customer relationship campaigns. It involves the design and development of customer relationship campaigns that support the implementation of corporate CRM strategy. |
| Level | 5 |
| Credit | 3 (for reference only) |
| Competency | <p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge in customer relationship management <ul style="list-style-type: none"> • Familiar with components of CRM campaign • Comprehend corporate CRM strategy • Understand key drivers of customer group for the campaign • Apply project management skills 2(a). Develop customer relationship campaign <ul style="list-style-type: none"> • Decide objective of campaign, e.g. to attract potential customers • Analyze profile of target customers • Decide the number of target customers to reach • Design customer outreach activities, e.g. email blast, roadshow • Design customer interaction process • Decide what aspects of customer data are to be collected • Define timeline for campaign • Develop budget for campaign • Set up indicators to measure campaign effectiveness 2(b). Verify campaign <ul style="list-style-type: none"> • Ensure campaign follows corporate CRM strategy • Ensure campaign complies with regulatory requirements, e.g. Personal Data Privacy Ordinance • Obtain approval from management 2(c). Introduce customer relationship campaign <ul style="list-style-type: none"> • Present campaign to supporting units • Review plan based on staff and customer feedback, as well as changing market environment 3. Develop effective customer relationship campaign targeting to objectives defined in CRM strategy <ul style="list-style-type: none"> • Design campaign that effectively reaches out to the target customers to achieve the intended objectives • Develop campaign with clearly defined activities, action timeline and budget • Adopt campaign that is in line with corporate CRM strategy • Adopt campaign that complies with regulatory requirements • Provide sufficient information regarding the campaign to supporting units. |
| Assessment Criteria | <p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to develop customer relationship campaigns with precise objectives, target customers, activities, budget and timeline to achieve corporate CRM strategy • Able to design campaigns in compliance with regulatory requirements • Able to review plan based on staff and customer feedback and changing market environment. |
| Remark | This unit of competency is also applicable to general insurers, life insurers and broker. |