

**Specification of Competency Standards**  
**for the Manufacturing Technology Industry**  
**Unit of Competency**

Functional Area - Sales, Marketing and Customers Management

Title	Carry out customer relationship management
Code	106466L4
Range	This unit of competency is applicable to the markets and sales departments of the Manufacturing Technologies Industries. Practitioners should be capable to apply customers relationship management skills and maintain good relationship with customers, so as to consolidate the corporate operations and credibility
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Understand relevant knowledge of customer relationship management <ul style="list-style-type: none"> <li>• Understand the strategies of customer relationship management</li> <li>• Understand the corporate brand strategy</li> <li>• Understand the measures of corporate brand strategy</li> <li>• Understand the foundation theories of customer relationship management, including consumers knowledge, customer satisfaction, establishment of customer relationship and the moral concept of customers relationship</li> <li>• Understand relevant resource library and computer systems of the corporate customers relationship management</li> <li>• Understand the skills of establishment and management of customers relationship</li> <li>• Understand the relevant legislation and regulations of customers relationship management in Hong Kong and operation areas, such as Personal Data (Privacy) Ordinance</li> </ul> </li> <li>2. Carry out customer relationship management <ul style="list-style-type: none"> <li>• Establish and maintain stable customers relationship which meets all kinds of policies of the corporation</li> <li>• Analyse customer needs and the manufacturing technological level of the corporation, select the appropriate products or manufacturing services to customers</li> <li>• Select effective channels to collect customers opinion towards the corporation and relevant data</li> <li>• Handle customer complaints, including easing customers emotions, classify the complaints, refer the complaints to the relevant departments, follow complaints and handling customers complaints</li> <li>• Review complaints and deal with the problems and the effectiveness of methods</li> <li>• Regularly organise internal meeting to review service level, avoid similar complaints recur and improve the quality of customer service</li> <li>• Apply relevant resource base and computer systems of customer relationship management to manage and analyse customers information, such as applying customer data to analyse customer relationship, compile customer relationship reports and the customer information backup</li> <li>• Evaluate the customers situations, classify customers and regularly report to the management</li> </ul> </li> <li>3. Professional handling of carrying out customer relationship management <ul style="list-style-type: none"> <li>• When carrying out customer relationship management, put the customers interest as the top priority and follow the Personal Data (Privacy) Ordinance</li> <li>• Apply interpersonal communication skills, establish and maintain quality customer service relationship</li> </ul> </li> </ol>

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Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none"><li>• Capable to apply the customer relationship management skills and establish and maintain good customers relationship, make good use customer information to consolidate and improve business</li><li>• Capable to regularly review dealing methods and effectiveness of complaints and issues, and suggest improvements</li></ul>
Remark	