

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

Functional Area - Sales, Marketing and Customers Management

Title	Formulate customer relationship management strategies
Code	106568L5
Range	This unit of competency is applicable to the markets and sales departments of the Manufacturing Technologies Industries. Practitioners should be capable to coordinate with the corporate development strategies, formulate customer relationship management strategies, maintain existing customers, attract new customers and potential customers
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand relevant knowledge of formulating customer relationship management strategies</p> <ul style="list-style-type: none"> • Understand the corporate development strategies • Understand the corporate branding strategies • Understand the corporate market explore plans • Understand the importance of customer relationship management for corporate branding, performance and profits • Understand foundation principles of customer relationship management, commonly used methods and tools • Understand the impact of all kinds of information and its application of customer relationship management strategies • Understand the customer relationship management theory, including market and customer orientation of Manufacturing Technology Industry, interests of customer relationship, the characteristics of customer relationship of Manufacturing Technology Industry, and retain customers, strive for customers, expand the profits and other purposes of customer relationship • Understand customer relationship management strategies of manufacturing industry, including transaction management strategies, relationship management strategies and customer promotional strategies • Understand the applications of computer system on customer relationship management, such as customer relationship management system (CRM) (CRM) • Understand the relevant laws and regulations of customer relationship management in Hong Kong and operational regions, such as the Personal Data (Privacy) Ordinance <p>2. Formulate customer relationship management strategies</p> <ul style="list-style-type: none"> • Set up the structural organization which is responsible for customer relationship management • Formulate customer relationship management strategies, such as explore and strengthen the relationship between the corporation and customers, market development, remediation strategies for customer relations • Analyse, set and continuously improve customer relationship management methods, steps and procedures, such as customer screening, exploration of new customers, customer classification, assessment and remediation of customer loss, and handling customer complaints • Apply customers database, analyse customers characteristics and strengthen customer relationship management strategies, such as analyzing customer relationship and business opportunities, expanding network of business contacts, developing and promoting electronic markets • Work with the colleagues of human resources department, formulate training programs for frontline staff

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	<ul style="list-style-type: none">• Analyse the effectiveness and costs of all kinds of customer relationship management related to computer systems, and make relevant recommendations on all matters of customer relationship management <p>3. Professional handling of formulating customer relationship management strategies</p> <ul style="list-style-type: none">• When considering and formulating customer relationship management strategies, put the customers interest as the top priority and follow the Personal Data (Privacy) Ordinance• Apply interpersonal communication skills, formulate and maintain a high quality of customer service relationship
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none">• Capable to formulate customer relationship management strategies, expand the market share and explore the corporate business• Capable to coordinate with the corporate advantages and strengths, maintain existing customers, attract new customers and potential customers
Remark	