

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

Functional Area - Sales, Marketing and Customers Management

Title	Set up and maintain customer relationship management system
Code	106569L5
Range	This unit of competency is applicable to the IT departments of the Manufacturing Technologies Industries. Practitioners should be capable to master different knowledge of electronic platforms and channels, and set up and maintain customer relationship management system (CRM)
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand relevant knowledge of set up and maintaining customer relationship management system</p> <ul style="list-style-type: none"> • Understand the database management and relevant knowledge of setting • Understand relevant knowledge of customer relationship management system, such as 10C, information integration platform of customer relationship management, the role of the database in the customer relationship management, and integration of other electronic technologies and customer relationship management 10C • Understand the classification of customer relationship management systems, including collaborative customer relationship management, information analysing customer relationship management and operational customer relationship management • Understand the knowledge of the composition of the network system of the corporate customer relationship management systems and other corporate computer systems / • Understand the relevant laws and regulations of the customer relationship management and privacy of customer of international and the government of operating regions <p>2. Set up and maintain customer relationship management system</p> <ul style="list-style-type: none"> • Classify the needs of customer relationship management of different departments, such as business, warehousing, finance, customers and sales • Set up customer relationship management system, manage customers information and relationship, combine and synchronise with other computer systems • Communicate effectively with different departments, develop the necessary information analysis programs and all kinds of forms • Manage and continuously improve the customer relationship management system <p>3. Professional handling of set up and maintaining customer relationship management system</p> <ul style="list-style-type: none"> • Unless authorised, never disclose, transfer or resale while handling all data of customers • Ensure the formulated customer relationship management system meets the relevant legal compliance
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master different knowledge of electronic platforms and channels, set up and maintain customer relationship management system
Remark	