

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Formulate customer relationship management (CRM) strategies
Code	105086L6
Range	This unit of competency (UoC) is applicable to staff responsible for policy formulation in the retail industry. It requires critical analysis and evaluation, and covers the abilities to formulate effective CRM strategies according to corporate mission and objectives, so as to retain existing customers, attract new customers and find potential customers to develop retail business.
Level	6
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of CRM strategies <ul style="list-style-type: none"> • Understand CRM theory, including: <ul style="list-style-type: none"> • Market and customer orientation of the industry • Benefit of good customer relationship • Objectives of developing customer relationship <ul style="list-style-type: none"> • Retain existing customers • Win new customers • Maximize customer profits • Understand the generality and uniqueness of the customers in the retail industry • Understand customer relationship in the retail industry, including: <ul style="list-style-type: none"> • Deal management strategy • Relationship management strategy, such as: <ul style="list-style-type: none"> • Partnership • Consultant and problem solver • Affiliation (corporate customers) • Functional relationship • Strategic role of product supplier in customer promotion • Understand the corporate strategy of managing customer information system 2. Formulate CRM strategies <ul style="list-style-type: none"> • Formulate effective CRM strategies according to the corporate objectives <ul style="list-style-type: none"> • Formulate the CRM framework • Formulate methods, procedures and workflow of maintaining CRM, such as: <ul style="list-style-type: none"> • Customer screening criteria • Loyal customer programme • Frequent launch of focus groups • Ways to explore new customers • Criteria for classification of customers • Assessment and remedies for customer churn • Handling and follow-up procedures for customer complaints • Make use of the advantage in customer relationship to establish and maintain long-lasting customer relationship in order to keep the loyalty of customers to services/products of the organization • Formulate the revamping strategy for customer relationship, e.g.: <ul style="list-style-type: none"> • Review of customer relationship • Development of the retail market • Pledge of customer relationship and form of feedback • Methods to review and strengthen customer relationship • Apply customer database technology to implement customer relationship strategies, such as: <ul style="list-style-type: none"> • Setting up of computer system procedures • Analysis of customer relationship and business opportunities • E-commerce network • Online market promotion • Development and upgrade of relevant computer hardware and software • Review the corporate CRM strategies regularly and assess the effect of the effectiveness of customer relationship operation on the organization 3. Exhibit professionalism <ul style="list-style-type: none"> • Formulate CRM strategies for the benefit of both the organization and the customers • Consider and formulate CRM strategies in a professional manner according to the Personal Data (Privacy) Ordinance

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Master professional knowledge of CRM; and• Formulate effective CRM strategies, review and consolidate information and data, and make analysis, judgement and assessment according to the corporate objectives in order to enhance business development, which benefits the development of the organization in the long run.
Remark	