

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Operation Planning and Marketing Strategy

Title	Manage and monitor outsourcing e-business service provider
Code	107158L5
Description	In the e-business service platform, outsourcing service providers could be employed to provide professional services including information technology, customer service, marketing, warehousing and logistics. It is necessary to continuously monitor the outsourcing service providers and ensure that it meets the business requirements and the best interests of the corporate.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the format of outsourcing service providers</p> <ul style="list-style-type: none"> • Understand the target of market and business model to select the appropriate and quality outsourcing service providers <ul style="list-style-type: none"> ○ Brand promotion services: to create online professional brand image, enhance the marketing ability ○ Logistics services: through the logistics service outsourcing business cooperation to provide quality and value-added services such as cash on delivery, limited delivery, etc. ○ Market research services: provision of market research business with its long-term industry experience and integration of sales platform data. Aims to provide strategic research, market positioning, product positioning, consumer research, pipeline research and market consulting services • Require service outsourcers to provide past business records for reference • According to the guidelines of e-business service platform, select the appropriate professional services outsiders (such as: TaoBao Partner) <p>2. Manage outsourcing service providers</p> <ul style="list-style-type: none"> • In formulating the contract, the corporate should specify in the contract the information security requirements to be outsourced and, if necessary, sign non-disclosure agreement. • The functions and responsibilities of the service provider should be clearly defined and described • Regularly monitor the effectiveness of service providers • Understand the risk of service outsourcing <ul style="list-style-type: none"> ○ The outsourcing service provides may obtain the corporate internal information that could cause certain risk ○ The outsourcing service providers could access the relevant information and system of the corporate and therefore obtain customer information <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • To ensure that appropriate safety management procedures are in place to protect sensitive information and the privacy of customers. The outsourcing service providers are required to comply with the corporate relevant security policies and government legislation • To protect the interests of the corporate.

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Operation Planning and Marketing Strategy

Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Understand the advantages of professional outsourcing service• Timely respond to the instruction from management, market change or technology change.
Remark	