

**Specification of Competency Standards**  
**for the Retail Industry**  
**Unit of Competency**

Functional Area - Customer Relationship Management

Title	In-depth investigation of online customer needs
Code	107185L4
Description	Understand the online customer needs to develop or revise the sales strategy, and to provide the relevant quality service.
Level	4
Credit	6 ( For Reference Only )
Competency	<p>Performance Requirements</p> <p>1. Analyze the positioning of online customers</p> <ul style="list-style-type: none"> <li>• Understand the purchasing model and behavior of online customers and its affecting factors</li> <li>• Understand customer needs <ul style="list-style-type: none"> <li>○ Dissatisfaction of current situation or the desire of service upgrade. Pay attention to the hidden needs of customers.</li> </ul> </li> <li>• Determine the online customer development scale, including: <ul style="list-style-type: none"> <li>○ Initial stage, development stage and mature stage</li> </ul> </li> </ul> <p>2. Understand the key points of conducting customer investigation</p> <ul style="list-style-type: none"> <li>• Clear and specific questions. Do not ask questions that customers could not answer.</li> <li>• Find the right person to ask appropriate questions.</li> <li>• Give more time to customers.</li> <li>• Understand that customers have different needs and concerns; avoid "take it for granted"</li> <li>• Dispel customer concerns and try to narrow the gap with customers</li> </ul> <p>3. Errors need to be avoided in customer investigation</p> <ul style="list-style-type: none"> <li>• Product-centric sales model</li> <li>• Only focus on "my corporate" or "my background"</li> <li>• Against the sales model of the competitor</li> <li>• Debate sales model with customers</li> </ul> <p>4. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Deal with customer information in a rigorous manner to avoid breaking the Personal Data (Privacy) Ordinance</li> <li>• Strictly comply with corporate policies and procedures to prevent any abuse / misappropriation of corporate assets or fraud</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Define a clear positioning for customers. Through appropriate channel to collect and analyze customer behavior to find out the hidden needs of customers.</li> </ul>
Remark	