Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Relationship Management

Title	Manage user-generated content
Code	107190L5
Description	User-generated content is a component of Web 2.0 concept that customers could provide their own comments on the corporate products. As a role of online customer relationship management staff, they need to understand and manage user-generated content.
Level	5
Credit	6 （For Reference Only）

Competency	Performance Requirements
	1. identify the types of user-generated content, including:
	
	• Personal publication:
	   o Such as Google blogger, Sina blog etc.
	• Collaborative editing
	   o Such as Wikipedia, BaiDu Encyclopedia etc.
	• Resource release
	   o Video site such as YouTube or presentation site such as SlideShare etc.
	   o These websites have low threshold of publication that attract a large number of customers for creation and exchange
	• Comment recommendation
	   o Website such as Yelp, hkdianping.com etc.
	   o Easy to bring public influence through consolidating customers comments
	
	2. Master and update corporate sales strategy
	
	• Recognize the characteristics of user-generated content
	   o Large amount of customer collaborative comments to make the product review content more comprehensive and complete
	   o Real-time reflection of the psychological interests of customers
	   o Facilitate the exploration of potential customers from the different types of information generated by customer interaction.
	• Based on the above data analysis to real-time update of business sales strategy.
	
	3. Manage user-generated content in complying with legal requirements
	
	• Understand the responsibility of corporate on the information provided or published by customers
	• Review all or partial user-generate content of any violation to the law of Hong Kong including whether the content provided by the user is infringing the copyright, or whether it contains offensive content, etc.
	• Consider to authorize copyright and the terms of use for the user-generated content.
	
	4. Exhibit professionalism
	
	• Would not use the user-generated content damage to the interests of enterprises and customers behavior
	• Strictly comply with the relevant legal requirements when managing user-generated content

Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • Master the concept and characteristics of user-generated content.

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	• Apple methods to manage user-generated content.
Remark	