Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Marketing Management

Title	Analyze the needs of online customers
Code	107279L3
Description	Through the analysis of online consumer demands to understand the different online consumer groups habits and preferences so as to determine the e-business marketing direction.
Level	3
Credit	12（For Reference Only）
Competency	Performance Requirements 1. Understand the characteristics of different types of customer nature - Sort by customers - Such as buyers, agents, wholesalers, retailers, store users, large supermarket chains and individual consumers - Sort by query - Such as looking for sellers, ready to enter the market type, nothing off type, information collection type, to obtain sample type, steal intelligence type 2. Understand the concerns of different groups of customers - Product related factors - Such as spot or inventory, second-hand or refurbishment, materials, specifications, production quality, certification, brand, origin, price, minimum order quantity, production cycle - Supplier related factors - Such as supplier's location, type, production capacity, processing service type OEM / ODM, company certification, plant equipment, past partners, exporting country, export qualification, size, financial status, environmental protection, third party certification - Business terms related factors - Such as payment method (LC or TT), mode of transport (FOB or CIF), payment cycle, container capacity, product packaging, shipping method, export port 3. Apply data system to collect the characteristics of the customer's online activities - Data from customer visiting website - Website or products with highest frequency of visiting - Channel of website visit such as web browser, a third-party site, direct visit to website or through mobile device 4. Analyse the purpose of the customer's visit to the website and the understanding of products - Purpose includes: looking for standard products, branded products, spot, inventory or second-hand goods - Understanding of products could be divided into: very clear, similar product samples, spot, only know the function or only product pictures or only the initial concept 5. Manage customer questions and expectations for reply time - Review customer inquiries: such as the product price, product certification and contact information - Manage customer expectations for reply time, such as the longer the response time, the lower the customer satisfaction 6. Exhibit professionalism - Ensure the confidentiality of information and legitimacy in collecting, analyzing and storing online customer information.

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	• Comply with Personal Data (Privacy) Regulations
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • Understand about the different types of customer characteristics • Understand the concerns of different groups of customer • Analyze the purpose of the customer's visit to the website and the clarity of the purchased product • Manage customer inquiries and expectations of response time • Monitor the characteristics and ways of customers visiting the site online
Remark	