

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Relationship Management

Title	Explore potential requirements of customers
Code	111277L5
Range	This unit of competency (UoC) is applicable to the staff responsible for customer relationship management. Practitioners have the ability to provide more attractive measures to existing customers and explore their new needs or identify potential customers.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand what is potential customer and the principle to identify potential customers</p> <ul style="list-style-type: none"> • Understand the definition of potential customer and the value they could bring to the corporate • Understand the principles that need to follow to identify potential customers <ul style="list-style-type: none"> ○ Tailor-made principles: choose to meet the specific needs of potential customers ○ Focus on the 80/20 principle. Focus on customers with high potential as first priority • Master various online and offline methods to identify potential customers (e.g. customer referral method, influencer marketing) <p>2. Explore potential requirements of customers</p> <ul style="list-style-type: none"> • Use different methods to find out the new requirements from existing customers, e.g. <ul style="list-style-type: none"> ○ Launch special offers regularly for existing customers ○ Incorporate a navigation element on the regular newsletter with links to the best-selling products of each season ○ Add keywords regularly that are expected to be popular, and conduct search engine optimisation (SEO), so that customers can easily find what they want • Use different methods to identify potential customers, e.g. <ul style="list-style-type: none"> ○ Invite existing customers to refer and reward both parties after the referral is successful ○ Source and engage key persons as customer and then make use of the influencing power of the key persons to accelerate the opportunities to develop potential customers ○ Invite website visitors to provide email addresses to expand the email list ○ Use video platform to do online marketing ○ Make use of keywords to target the potential customers for promotions ○ Use a variety of specialised market information tools or information provided by the relevant government departments to identify potential customers <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Follow the Personal Data (Privacy) Ordinance when identifying potential customers
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Understand the importance of finding out the new requirements from existing customers and identifying potential customers; and • Master the technique and methods to identify potential customers.
Remark	This UoC is adopted from 107188L5. The UoC title is revised.