Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Information Technology

Title	Incorporate and fine-tune the proposals by other organisations such as outsourcing party
Code	111408L4
Range	This unit of competency (UoC) is applicable to staff responsible for information technology support in the retail industry. Practitioners have the ability to consider various actions to incorporate and refine those CRM proposals submitted by partnering organisations such as third party outsourcers.
Level	4
Credit	3 （For Reference Only）
Competency	Performance Requirements 1. Possess the knowledge in the subject area • Be aware of the situation that benefits of making use of the services of outside organisations at different stages of providing ICT products, including the initial step of CRM strategies formulation • Understand the importance of tight coordination with and close monitoring over outsourcers in order to bring maximum benefits and Return on Investment (ROI) to the company • Grasp the necessity in establishing a comprehensive set of criteria for choosing partners in outsourcing • Be aware of the significance in ensuring consistency of outsourcing partners' attitude towards own company objectives • Be aware of the necessity in managing third party staff as company's own staff members 2. Incorporate and fine-tune the proposals by other organisations such as outsourcing party • Setup appropriate and feasible guidelines / standards in choosing partners for the company's outsourced tasks • Ensure the established standards and guidelines are interfacing with outsourcers at different stages, such as the initial formulation of CRM strategies • Disseminate the established outsourcer standards to all levels of own staff members and ensure that they will stick to them when dealing with outsourcing parties • Liaise and communicate closely and regularly with outsourcers to obtain their latest progress and ideas in a timely manner • Skilfully / tactfully demand outsourcers to submit their own CRM strategies such that their effectiveness can be evaluated and more importantly the compatibility with own company • Integrate outsourcers' work in CRM strategies with own company to ensure maximum results from the combined efforts • Establish clear and unambiguous performance indicators for outsourcers and exercise those reward or penalty procedures accordingly 3. Exhibit professionalism • Always work with full capacity and ability in the process of handling outsourcers' CRM strategic proposals to ensure long-term stability and usability • Always strike a proper balance of the interests between outsourcers and own company
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Successfully acquire those useful CRM strategies proposals from outsourcers;

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	• Successfully integrate the CRM strategies of outsourcers and those of own company to realise the combined benefits; and • Ensure the adoption and implementation of the combined CRM strategies at subsequent stages
Remark	This UoC comes from the Information & Communications Technology Industry. It is adopted from 100228L4. The UoC title is revised.