

**Unit of Competency**

**Functional Area: Sales and Marketing**

Title	Formulate Customer Relations Management Strategies
Code	104927L6
Range	This unit of competency (UoC) is applicable in timepiece companies. It covers the abilities to formulate customer relations management strategies, so as to retain existing customers, attract new customers, find potential customers and develop business.
Level	6
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge of customer relations management <ul style="list-style-type: none"> <li>• Understand the latest development of customer relations management in the watch and clock industry</li> <li>• Understand the information affecting customer relations management strategies, including: <ul style="list-style-type: none"> <li>• Basic principles, common methods and tools of customer relations management</li> <li>• Customer relations management strategies for the industry</li> <li>• Distribution of customer information in the industry</li> </ul> </li> <li>• Understand customer relations management theories <ul style="list-style-type: none"> <li>• Market and customer orientation of the industry</li> <li>• Gain in customer relations</li> <li>• Objectives of customer relations <ul style="list-style-type: none"> <li>• Retain customer</li> <li>• Win customer</li> <li>• Customer profits</li> </ul> </li> <li>• Characteristics of customer relations in the industry</li> </ul> </li> <li>• Understand customer relations management strategies for the industry <ul style="list-style-type: none"> <li>• Deal management strategy</li> <li>• Relations management strategy</li> <li>• Supplier and customer promotion</li> </ul> </li> <li>• Understand the customer information system management strategy</li> </ul> </li> <li>2. Formulate customer relations management strategies <ul style="list-style-type: none"> <li>• Identify the weaknesses and strengths of existing customer relations management measures in order to devise suitable measures</li> <li>• Formulate effective customer relations management strategies according to the corporate objectives <ul style="list-style-type: none"> <li>• Formulate the customer relations management frame work</li> <li>• Formulate methods, procedures and workflow of maintaining customer relations management, such as: <ul style="list-style-type: none"> <li>• Customer screening criteria</li> <li>• Ways to explore new customers</li> <li>• Classification of customers</li> <li>• Assessment and remedies for customer wastage</li> <li>• Handling and follow-up procedures for customer complaints</li> </ul> </li> <li>• Make use of the advantage in customer relations to create and maintain long-lasting customer relations in order to keep the market habit</li> <li>• Master the organizational revamping strategy for customer relations <ul style="list-style-type: none"> <li>• Study and strengthen customer relations</li> <li>• Market development</li> <li>• Commitment and feedback to customer relations</li> <li>• Remedies for customer relations</li> </ul> </li> <li>• Apply customer information technology to implement customer relations strategies <ul style="list-style-type: none"> <li>• Formulate system procedures</li> <li>• Analysis of relation and business opportunities</li> <li>• Commercial network</li> <li>• E-market promotion</li> <li>• Develop and upgrade hardware</li> </ul> </li> </ul> </li> <li>• Plan and lead the planning of customer relations management strategies and ensure that the strategies are consistent with the set mission and objectives of customer relations management</li> </ul> </li> </ol>

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Competency	3. Exhibit professionalism <ul style="list-style-type: none"><li>• Build and maintain quality customer service relations</li><li>• Make customer' s interest the first priority and abide by the Personal Data (Privacy) Ordinance when considering and formulating customer service relations management strategies</li></ul>
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"><li>• Master the professional knowledge of customer relations management; and</li><li>• Formulate customer relations management strategies to expand the market share of timepiece products and develop business.</li></ul>
Remark	