

## MAINTAIN CUSTOMER EXPERIENCE

UNIT CODE: BUS/BM/CR/02/5

### Unit Description

This unit specifies the competencies required to successfully maintain customer experience. It involves conducting customer experience survey, establishing business competitive edge and innovations, performing product and service quality assurance, incorporating Customer Relationship Management (CRM) system, controlling customer virtual platforms and preparing customer service feedback.

### ELEMENTS AND PERFORMANCE CRITERIA

<b>Element</b> <i>These describe the key outcomes which make up workplace function.</i>	<b>Performance Criteria</b> <i>These are assessable statements which specify the required level of performance for each of the elements. <b>Bold and italicized terms are elaborated in the Range</b></i>
1. Conduct customer experience survey	1.1 Survey tools are identified according to customer survey procedures 1.2 Required personnel are identified according to survey procedures 1.3 Data is collected according to survey procedures.

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	<p>1.4 Customer experience survey findings are analyzed based on marketing strategies</p>
<p>2. Establish business competitive edges and innovations</p>	<p>2.1 Business strengths and opportunities are identified based on SWOT analysis in line with strategic plan</p> <p>2.2 <b>Competitive edge</b> is identified in accordance to analysis of surveys on competitors</p> <p>2.3 <b>Product and service innovation</b> strategies are formulated based on product development policy and customers' feedback</p> <p>2.4 Product and service innovation strategies are analyzed, and recommendation made based on product development policy</p> <p>2.5 Championing team is trained based on new product and services innovated.</p>

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	<p>2.6 Product and service innovations are implemented based on strategy recommendation</p> <p>2.7 Pilot trial of product/service is done based on the product innovations guidelines</p> <p>2.8 New product/services are adopted based on products’ pilot results</p> <p>2.9 Innovations of products/processes are patented based on the <b><i>Intellectual Properties Right(IPR)</i></b></p> <p>2.10 Areas of competitive edge are implemented in accordance with business budget Product/service innovation committee is formed as per organizational policy</p>
<p>3. Perform product and service quality assurance</p>	<p>3.1 <b><i>Quality Assurance System</i></b> is assessed based on services/ product delivery and customer expectations.</p>

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	<p>3.2 Quality Assurance System is monitored based on internal and external checks as per SOPs</p> <p>3.3 Quality Management System is implemented according to the organizations internal procedures</p> <p>3.4 QMS is monitored using regular internal audits as per organizational policies</p> <p>3.5 QMS external audit and certification are carried out by <b><i>Quality Assurance Certification Bodies</i></b> as per organizational requirements</p> <p>3.6 The QMS is reviewed for changes in the organization according to the standard operating procedures</p> <p>3.7 The QMS is reviewed for changes in the ISO Standards</p>

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<p>4. Incorporate Customer Relationship Management (CRM) System</p>	<p>4.1 Customer relationship management systems are assessed based on customer's expectation</p> <p>4.2 <b><i>Customer relationship management strategies</i></b> are developed based on organizational strategies</p> <p>4.3 Customer relationship management software is developed as per customer relationship management strategies</p> <p>4.4 Customer relationship management software is implemented as per customer relationship strategies</p> <p>4.5 Customer Relationship Management (CRM) system is reviewed and monitored in accordance with CRM strategies</p>

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<p>5. Coordinate organization virtual platforms</p>	<p>5.1 Organizations' <b><i>virtual platforms</i></b> are identified as per organization requirement</p> <p>5.2 Virtual platforms' personnel are trained in accordance with HR training policy</p> <p>5.3 Personnel are assigned virtual platforms in accordance to customer relationship management strategies.</p> <p>5.4 Customers' concerns on virtual platforms are identified and addressed according to customer relationship management</p> <p>5.5 Virtual platform feedback is monitored and evaluated in accordance with PR policy and procedures</p> <p>5.6 Management of virtual platform report is prepared and shared based on organization policy</p>

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6. Prepare and disseminate customer service feedback report	6.1 Customer satisfaction surveys are conducted based on product/service performance 6.2 Customer satisfaction surveys are analyzed based on product/service performance and SOPs 6.3 Customer satisfaction is measured based on regular customer surveys 6.4 Customer satisfaction reports are prepared, evaluated and disseminated based on management procedures

## **RANGE**

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

<b>Variable</b>	<b>Range</b> <i>May include but are not limited to:</i>
1. Competitive Edge	1.1 Price competitive 1.2 Product design 1.3 Cutting edge technology 1.4 Re-engineering 1.5 Product differentiation 1.6 Identified niche
2. Product/ Service Innovations	2.1 New products e.g. iPhone 2.2 Product modification 2.3 Innovative service delivery
3. Intellectual Properties Right(IPR)	3.1 A legal system to protect creation of mind e.g. patents, copyrights, trademarks
4. Customer Relationship Management Strategies	4.1 Processes 4.2 Technology 4.3 People
5. Virtual Platforms	5.1 Facebook 5.2 Twitter 5.3 WhatsApp 5.4 Instagram
6. Quality Assurance Systems	6.1 ISO Standards 6.2 Quality Management Systems 6.3 International Financial Reporting Standards

<b>Variable</b>	<b>Range</b> <i>May include but are not limited to:</i>
	6.4 International Auditing Standards 6.5 Laws and Regulations
7. Quality Assurance Certification Bodies	7.1 KEBS 7.2 SGS
8. Customer Satisfaction	8.1 Expectation 8.2 Perception 8.3 Demand 8.4 Loyalty and repeat purchase 8.5 Feedback questionnaire

## **REQUIRED SKILLS AND KNOWLEDGE**

This section describes the skills and knowledge required for this unit of competency.

### **Required Skills**

The individual needs to demonstrate the following skills:

- Creativity and innovation
- Analytical
- Marketing, sales and customer service
- Communication
- Presentation

- Decision making
- Networking
- Basic management
- Persuasion

### **Required Knowledge**

The individual needs to demonstrate knowledge of:

- Product/ Service Innovation
- Customer survey
- SWOT analysis
- Social media management
- Competitive advantage
- Customer Care
- Cost Management
- Cost Benefit Analysis
- Quality Assurance Systems
- Report Writing
- ICT

### **EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

<p>1. Critical Aspects of Competency</p>	<p>1.1 Assessment requires evidence that the candidate:</p> <p>1.2 Conducted Customer Experience Survey</p> <p>1.3 Established business competitive edge and innovations</p> <p>1.4 Performed quality assurance</p> <p>1.5 Incorporated Customer Relationship Management (CRM) system</p> <p>1.6 Managed social media</p> <p>1.7 Prepared Customer service feedback report</p>
<p>2. Resource Implications</p>	<p>The following resources must be provided:</p> <p>2.1 Assessment location</p> <p>2.2 Work station</p> <p>2.3 Candidate reports</p> <p>2.4 Writing materials</p> <p>2.5 Project</p> <p>2.6 Computer/projector</p> <p>2.7 Tablets</p>

<p>3. Methods of Assessment</p>	<p>Competency may be assessed through:</p> <p>3.1 Observation</p> <p>3.2 Written</p> <p>3.3 Oral</p>
<p>4. Context of Assessment</p>	<p>Competency may be assessed:</p> <p>4.1 On the job</p> <p>4.2 Off the job</p> <p>4.3 In work placement (attachment,)</p> <p>Off the job assessment must be undertaken in a closely simulated workplace environment</p>
<p>5. Guidance Information for Assessment</p>	<p>Holistic assessment with other units relevant to the industry sector, workplace and job roles is recommended.</p>