CUSTOMER EXPERIENCE MAINTAINANCE
UNIT CODE: BUS/OS /BM/CR/02/5/A

Relationship to Occupational Standards

This unit addresses the unit of competency: Maintain customer experience

Duration of Unit: 120 Hours

Unit Description

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

Summary of Learning Outcomes

1. Conduct customer experience survey
2. Establish business competitive edges and innovations
3. Perform product and service quality assurance
4. Incorporate Customer Relationship Management (CRM) system
5. Control customer virtual platforms
6. Prepare customer feedback report

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Conduct customer experience survey	- Identifying Survey tools - Identifying required personnel - Collecting data - Analysing customer experience survey findings	- Written - Oral - Practical
2. Establish business competitive edges and innovations	- Identifying business strengths and opportunities - Identifying competitive edge - Formulating product and service innovation strategies - Analysing product and service innovation strategies - Training championing team - Implementing product and service innovations - Carrying out pilot trial of product/service - Adopting new product/services	- Written - Oral - Project

Learning Outcome	Content	Suggested Assessment Methods
	• Patenting Innovations of products/processes • Implementing areas of competitive edge • Forming product/service innovation committee	
3. Perform product and service quality assurance	• Assessing Quality Assurance System on services/product delivery and customer expectations. • Monitoring Quality Assurance System • Implementing Quality Management System (QMS) • Monitoring QMS • Carrying out QMS external audit and certification • Reviewing QMS for changes in the organization and ISO Standards	• Written • Oral • Practical
4. Incorporate Customer Relationship Management (CRM) system	• Assessing Customer relationship management (CRM) systems • Developing Customer relationship management strategies • Developing Customer relationship management software • Implementing Customer relationship management software • Reviewing Customer Relationship Management (CRM) system	• Written • Oral • Project
5. Coordinate organization Virtual platforms	• Identifying Virtual platforms. • Training Virtual platforms' personnel • Assigning Virtual platforms to personnel	• Written • Oral • Project

Learning Outcome	Content	Suggested Assessment Methods
	• Identifying and addressing concerns on Virtual platforms • Monitoring and evaluating Virtual platforms' feedback. • Preparing and sharing management of Virtual platforms report.	
6. Prepare and disseminate customer service feedback report	• Conducting Customer satisfaction surveys • Analysing Customer satisfaction surveys • Measuring Customer satisfaction • Preparing evaluating and disseminating customer satisfaction reports	• Written • Oral

Suggested Methods of Instruction
- Instructor led facilitation
- Demonstration by trainer
- Videos
- Group work and presentations
- Guest speaker
- Benchmarking

Recommended Resources
- Writing materials
- Developed questionnaires
- Tablets
- Computers
- Cameras
- Check sheets
- Control charts
- Company operating procedures
- Industry/workplace codes of practice
- Customer requirements
- organization strategic plans
- Company policies