MANAGE CUSTOMER EXPERIENCE
UNIT CODE: BUS/BM/CR/03/6

Unit Description

This unit specifies the competencies required to successfully manage customer experience. It involves identifying the business competitive edge, developing product/service innovation, establishing a quality management system, establish Customer Relationship Management (CRM) system, managing customer outreach, planning outsourcing services, managing customer virtual platforms and generating customer feedback for evaluation.

ELEMENTS AND PERFORMANCE CRITERIA

Element	Performance Criteria
These describe the key outcomes which make up workplace function.	*These are assessable statements which specify the required level of performance for each of the elements.* ***Bold and italicized terms are elaborated in the Range***
1. Establish business competitive edge	1.1 Market needs assessment is carried out in accordance with marketing procedures 1.2 Customer experience survey is conducted and findings analyzed based on marketing strategies 1.3 ***Competitive edge*** is identified in accordance to analysis of surveys on competitors

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	1.4 Business strengths and opportunities are identified based on SWOT analysis in line with strategic plan 1.5 Areas of competitive edge are implemented in accordance with business budget
2. Develop product and service delivery innovation	2.1 Product/service innovation committee is formed as per organizational policy 2.2 ***Product and service innovation*** strategies are formulated based on product development policy and customers' feedback 2.3 Product and service innovation strategies are analyzed and recommendation made based on product development policy 2.4 Championing team is trained based on new product and services innovated.

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	2.5 Product and service innovations are implemented based on strategy recommendation
	2.6 Pilot trial of product/service is done based on the product innovations guidelines
	2.7 New product/services are adopted based on products' pilot results
	2.8 Innovations of products/processes are patented based on the ***Intellectual Properties Right (IPR)***
3. Establish quality assurance system	3.1 ***Quality Assurance System*** are assessed based on services delivery and customer expectations
	3.2 Quality Assurance System is monitored based on internal and external checks as per SOPs
	3.3 Quality Management System (QMS) is formulated and implemented according to the organizations internal procedures

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	3.4 QMS is monitored using regular internal audits as per organizational policies 3.5 QMS external audit and certification are carried out by **Quality Assurance Certification Bodies** as per organizational requirements 3.6 The QMS is reviewed for changes in the organization according to the standard operating procedures 3.7 The QMS is reviewed for changes in the ISO Standards
4. Establish Customer Relationship Management (CRM) system	4.1 Customer relationship management systems are assessed based on customer's expectation 4.2 **Customer relationship management strategies** are developed based on organizational strategies 4.3 Customer relationship management software is developed as per customer relationship

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	management strategies 4.4 Customer relationship management software is implemented as per customer relationship strategies 4.5 Customer relationship management (CRM) system is reviewed and monitored in accordance with CRM strategies
5. Manage customer outreach	5.1 *Target customers* are identified according to marketing strategy 5.2 *Outreach programmes* are identified and executed according to marketing strategies procedures 5.3 Customers' response is acted on based on organization communication procedures 5.4 Outreach programmes outcomes are analyzed according to marketing strategies procedures 5.5 Corrective actions are undertaken according marketing strategies procedures

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6. Plan outsourcing services	6.1 Outsourcing decisions are determined against in-house production based on cost implications according to the budgets 6.2 ***Outsourcing Services*** are identified and selected based on organizational needs 6.3 Outsourcing organizations are identified based on efficiency and quality of services 6.4 Outsourcing budget is formulated based on organizational resources
7. Manage customer virtual platforms	7.1 Organizations' ***customer virtual platforms*** are identified as per organization requirement 7.2 Customer virtual platform personnel are trained in accordance with HR training policy 7.3 Personnel are assigned active sites in accordance to customer relationship management

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These describe the key outcomes which make up workplace function.	*These are assessable statements which specify the required level of performance for each of the elements.* ***Bold and italicized terms are elaborated in the Range***
	strategies 7.4 Customers' concerns on virtual platforms are identified and addressed according to customer relationship management 7.5 Customer virtual platforms feedback is monitored and evaluated in accordance with PR policy and procedures 7.6 Management of customer virtual platforms report is prepared and shared based on organization policy
8. Generate customer feedback report	8.1 ***Customer satisfaction*** surveys are conducted based on product/service performance 8.2 Customer satisfaction surveys are analyzed based on product performance and SOPs 8.3 Customer satisfaction is measured based on regular customer surveys

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	8.4 Customer satisfaction reports are evaluated based on analyzed customer feedbacks

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.

Variable	Range *May include but not limited to:*
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

Variable	Range *May include but not limited to:*
4. Customer relationship management strategies	4.1 Processes 4.2 Technology 4.3 People
5. Target customers	5.1 Existing/current 5.2 Potential 5.3 Dormant
6. Outreach programmes	6.1 Awareness creation 6.2 Customer acknowledgement 6.3 Customer feedback 6.4 Organizational response to customers' feedback 6.5 Database of Frequently Asked Questions (FAQs)
7. Benchmarking	7.1 The process of measuring the performance of a business's products, services and processes against best practices from other companies in the industry.
8. Quality assurance systems	8.1 ISO Standards 8.2 Quality Management Systems 8.3 International Financial Reporting Standards 8.4 International Auditing Standards 8.5 Laws and Regulations

Variable	Range *May include but not limited to:*
9. Quality Assurance Certification Bodies	9.1 KEBS 9.2 SGS
10. Outsourced Services	10.1 Non-core activities 10.2 Cost Benefit Analysis
11. Virtual platforms	11.1 Facebook 11.2 Twitter 11.3 WhatsApp 11.4 Instagram 11.5 Telegram (modern)
12. Customer Satisfaction	12.1 Expectation 12.2 Perception 12.3 Demand 12.4 Loyalty and repeat 12.5 purchase 12.6 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
- Virtual platforms
- Social media management
- Competitive advantage
- Customer care
- Cost management
- Cost benefit analysis
- Quality assurance systems
- Quality management systems
- Report writing
- ICT
- Customer outreach

EVIDENCE GUIDE

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

1. Critical aspects of competency	1.1 Conducted customer outreach programmes
	1.2 Conducted customer experience survey
	1.3 Identified and implemented competitive edge
	1.4 Formulated, analyzed and implemented product and service innovation strategies
	1.5 Carried out assessment on quality assurance systems
	1.6 Formulated and implemented quality management system
	1.7 Identified and selected services to be outsourced.
	1.8 Developed and implemented CRM strategies
	1.9 Reviewed, monitor and made recommendations on CRM strategies
	1.10 Identified and selected organizations' virtual platform
	1.11 Trained virtual platform personnel and assigned duties

	1.12 Identified and addressed customers concerns on virtual platform. 1.13 Prepared and shared management of virtual platform report. 1.14 Prepared and shared customer feedback report
2. Resource implications	The following resources must be provided: 2.1 Assessment location 2.2 Work station 2.3 Candidate reports 2.4 Writing materials 2.5 Format templates 2.6 Project 2.7 Computer/projector 2.8 Tablets
3. Methods of Assessment	Competency may be assessed through: 3.1 Observation 3.2 Written 3.3 Oral 3.4 Case study
4. Context of Assessment	Competency may be assessed: 4.1 On the job 4.2 Off the job 4.3 In work placement (attachment,) Off the job assessment must be undertaken in a closely simulated workplace environment

5. Guidance Information for Assessment	Holistic assessment with other units relevant to the industry sector, workplace and job roles is recommended.