1. Title	Retain online customers
2. Code	105090L2
3. Range	This unit of competency (UoC) is applicable to staff responsible for online business in the retail industry. It covers the abilities to apply appropriate online sales techniques and information technology under instruction according to corporate policy in order to maintain good online customer relationship and improve online sales business.
4. Level	2
5. Credit	3 (for reference only)
6. Competency	Performance Requirements 6.1 Online customer knowledge ♦ Understand the organization's online business and sales strategies ♦ Know about the consumption pattern and behaviour of online customers and factors affecting these ♦ Know about the techniques of good customer relationship ♦ Understand the functions and features of all types of customer relationship network systems, e.g.: • Customer relationship management system • Email • Website • Online social media ♦ Know about the considerations for customizing online sales strategies, e.g.: • Online sales strategies of the organization • Web sales system • Online sales procedures • Customer information system ♦ Know about the laws and regulations relevant to online business, including: • Personal Data (Privacy) Ordinance • Copyright Ordinance • Electronic Transactions Ordinance • Unsolicited Electronic Messages Ordinance • Computer Crimes Ordinance 6.2 Retain online customers ♦ Assist in implementing customized online sales strategies and optimization suggestions according to the organization's online business policy and the consumption pattern of online customers in order to ensure winning the target groups of customers, e.g.: • Design and structure of website • Publicity and promotion of products • Rules of pricing ♦ Apply network media and sales techniques correctly under instruction to implement the corporate policy on online customer communication to build good online customer relationship in order to maintain and retain online customers, e.g.: • Electronic newsletter • Email

	- Online forum - Social networking website - Online members - Loyalty programme - Electronic coupon ♦ Implement different online promotions e.g. customer referral scheme, new membership scheme, etc. according to the sales policy of the organization in order to win/increase online customer groups 6.3 Exhibit professionalism ♦ Ensure that the web marketing/promotion activities comply with relevant legal requirements ♦ Handle online customer information in a careful manner to avoid violating the Personal Data (Privacy) Ordinance ♦ Strictly follow corporate policy and procedures to prevent any abuse/misappropriation of the corporate assets or corrupt conduct
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: (i) Use customer data and information, network media and sales techniques correctly under instruction to implement the established web sales policy of the organization in order to maintain the online customer group; and (ii) Use different sales network technologies and media according to corporate guidelines to assist in building good online customer relationship and communication channels in order to win and retain online customers.
8. Remark	