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| Title: | **Managing customer relations** |
| Level: | 5 |
| Credit value: | 3 |
| Learning outcomes | Assessment criteria |
| 1. Be able to use environmental scanning to find and retain customers
 | 1.1 Conduct an environmental scan of the business environment in which your organisation operates1.2 Analyse factors that impact upon the organisation’s ability to find new customers and retain existing customers1.3 Use the results of the environmental scan, to plan strategies to improve the organisations ability to find and retain customers.1.4 Lead the implementation of strategies to improve the organisation’s ability to find and retain customers |
| 1. Understand how the customer supply chain operates to meet customer requirements
 | 2.1 Appraise the customer supply chain to identify any strengths, weaknesses, opportunities or threats2.2 Use the results of the audit to recommend strategies to improve your organisation’s ability to meet customer requirements |
| **Additional information about the unit** |  |
| Unit purpose and aim(s) | To develop understanding and ability to be able to manage customer relations as required by a practising or potential middle manager |
| Details of the relationship between the unit and relevant national occupational standards or professional standards or curricula (if appropriate) | Links to 2004 NOS: F8; F9; F11 |
| Assessment requirements or guidance specified by a sector or regulatory body (if appropriate) |  |
| Support for the unit from a sector skills council or other appropriate body (if required) | Management Standards Centre (MSC) |
| Location of the unit within the subject/sector classification system | Business Management |
| Unit guided learning hours | 10 |
| 1 | * Customer relations as a function of business management focused on finding new customers and retaining existing customers
* Concept of decision-makers and decision-making units within customer organisations
* High-involvement and low-involvement purchases
* Nature of client/customer relations and the role of key account management
* Buyer behaviour and the purchase decision-making process
* Cognitive dissonance and post-purchase communication
* Concept of industry sectors and customer segmentation to analyse the market
* Internal and external customers
* Methods to analyse main competitors
* Environmental scanning, such as PESTLE
* Techniques for identifying and developing new markets and products
* Methods to assess business risk and feasibility of developing activities to satisfy future markets
* Benchmarking and implementation of best practice
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| 2 | * The customer supply chain
* Supply chain modelling
* Supply chain management (SCM)
* Management of sourcing, procurement, conversion, distribution, cash-flow and logistics
* Value chain analysis
* Key account management
* Monitoring performance against plans to improve customer relations
* Customer service standards
* SWOT analysis and internal audit
* Need for, and systems to provide, after sales service
* The need for good internal networks to facilitate customer relations
* Benchmarking and implementation of best practice
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