

Result 14

Definition of new Learning Outcomes

Elaborated by ANQEP and nowa

Based on the defined Functional Areas and Units of Competence of
Spain
Portugal
Austria

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December 2016

1. Functional Areas and Units of Competence (UCs) – Distribution to partners

Partners in each country defined **professional actions, new Learning Outcomes related to e-commerce**, developed in terms of **KSC, performance criteria and products** for **seven UCs** in the functional areas **SELLING** and **MARKETING**.

- ➔ The learning outcomes are based on the national results of WP 2 and WP 3.
- ➔ The already existing qualifications, their levels and the existing job positions in each partner country were taken into account for the development of the learning outcomes.
- ➔ The learning outcomes were defined under the EQF/EQAVET perspective in order to assure the comparability and mutual recognition of qualifications in all implementing countries.

Country	Functional Area	Units of Competence
Portugal	SELLING prospection, assistance, selling and post-selling	UC 1 – To carry out the commercial prospection and plan the sales of products and services available to the clients through interactive or digital means; UC 2 – To assist and advise the customers on products and services through interactive or digital means; UC 3 – To sell products and services through interactive or digital means.
Austria	SELLING prospection, assistance, selling and post-selling	UC 4 – To do the post-sale monitoring through interactive or digital means; UC 5 – To handle and monitor costumer complaints through interactive or digital means.
Spain	MARKETING	UC 1 – To formulate e-marketing plans in collaboration with the marketing manager/director; UC 2 – To establish and monitor e-marketing plans in collaboration with the marketing manager/director.

2. Units of Competences and new Learning Outcomes

Functional Area “SELLING”

Unit of Competence (UC) 1 - SELLING:

Description of the UC:

To carry out the commercial prospecting and plan the sales of products available to the clients through interactive or digital means

Actions	Knowledge	Skills	Competence	Performance criteria
Prospect for new customers	<ul style="list-style-type: none"> • Fundamental knowledge of e-commerce; • Fundamental knowledge of work organization methods; • Fundamental knowledge of e-marketing; • Fundamental knowledge of marketing segmentation and definition of target customers; • Deep knowledge of sales prospecting; • Deep knowledge of e-consumer behaviour; • Deep knowledge of commercial prospecting techniques; • Deep knowledge of data base marketing; • Deep knowledge of CRM (Customer Relationship Management); • Deep knowledge of written 	<ul style="list-style-type: none"> • Identify the general principles of sales prospecting; • Identify the critical success factors of the sales process; • Apply sales planning techniques; • Use sales planning support tools; • Use potential costumers management support tools; • Apply written communication techniques suitable to the channel. 	<ul style="list-style-type: none"> • Show planning, organization and assessment skills; • Show proactivity in searching for potential customers; • Act according to the rules and regulations in the area of protection of personal data and privacy; • Show creativity in the identification of potential customers. 	<ul style="list-style-type: none"> • Respecting the goals and the company’s commercial policy; • Gathering and analysing the data records of the active, inactive and former-active customers; • Gathering and analysing the data related to potential customers; • Registering the data from the costumer file.

	communication rules through online channels.			
Prepare and plan the sale	<ul style="list-style-type: none"> • Fundamental knowledge of e-commerce; • Fundamental knowledge of e-marketing; • Deep knowledge of e-consumer behaviour; • Deep knowledge of online channels; • Deep knowledge of database marketing; • Deep knowledge of CRM (Customer Relationship Management); • Deep knowledge of written communication rules through online channels. 	<ul style="list-style-type: none"> • Identify the critical success factors of the sales process; • Use sales planning support tools; • Apply written communication techniques suitable to the channel. 	<ul style="list-style-type: none"> • Show planning, organization and assessment skills; • Show ability to anticipate needs and foresee solutions; • Act according to the rules and regulations in the area of protection of personal data and privacy. 	<ul style="list-style-type: none"> • Defining objectives and goals to achieve; • Gathering information about the potential customer and product/service in order to prepare the argumentation; • Preparing support documentation to the negotiation; • Resorting to negotiation preparation tools (strengths and weaknesses, sales pitch and priorities; etc.)
<p>Products/Outputs</p> <ul style="list-style-type: none"> ➔ Support documentation to the negotiation ➔ Potential customers' database ➔ Sales plan ➔ Sales pitch ➔ Registration in technological information system of the information regarding prospecting 				

Title of the Unit of Competence (UC) 2 - SELLING:

Description of the UC:

To assist and advise the customers on products through interactive or digital means

Actions	Knowledge	Skills	Competence	Performance criteria
Get the customers' request on the phone and check/find out his/her needs	<ul style="list-style-type: none"> • Fundamental knowledge of commerce and service sector; • Fundamental knowledge of electronic commerce (<i>business-to-business; business-to-consumer</i>); • Fundamental knowledge of legislation on <i>e-commerce</i>; • Deep knowledge of telephone customer service techniques; • Deep knowledge of commercial communication; • Deep knowledge of rules and procedures regarding the functioning of commercial service; • Deep knowledge of quality requirements in customer service; • Deep knowledge of information systems of commercial service. 	<ul style="list-style-type: none"> • Recognise the specificity of telephone commercial communication and online channels; • Identify the critical factors of customer telephone service; • Identify the phases of customer telephone service; • Apply communication techniques in English and/or other foreign language; • Apply commercial communication techniques; • Analyse rules and procedures concerning the functioning of commercial service; • Apply quality requirements in customer service; • Use the functionalities of the customer service computer system. 	<ul style="list-style-type: none"> • Show active listening skills in the customer interaction; • Show interest in the customer/consumer and respect for his/her individuality; • Show ability to communicate with different interlocutors in differentiated contexts; • Show ability to organize work and manage time; • Act according to commercial communication standards of conduct. 	<ul style="list-style-type: none"> • Identifying the customers' request in the information system (Contact Centre); • Respecting the general rules of telephone customer service and the protocol defined internally; • Respecting the quality standards defined for telephone customer service; • Questioning the customer in order to get more information concerning their needs; • Communicating in a clear and understandable way to the client; • Communicating in a foreign language in a clear and understandable way to the client.
Provide the customer on the phone with information and counselling about the	<ul style="list-style-type: none"> • Fundamental knowledge of market and market segmentation; • Fundamental knowledge of 	<ul style="list-style-type: none"> • Distinguish the concepts and fundamental principles on the market and market segmentation; 	<ul style="list-style-type: none"> • Show active listening skills in the customer interaction; • Show interest in the 	<ul style="list-style-type: none"> • Respecting the general rules of telephone customer service and the protocol defined internally; • Selecting the information adequate

<p>products</p>	<p>client types, their needs and common interests;</p> <ul style="list-style-type: none"> • Deep knowledge of service types and products commercialized by the commercial entity; • Deep knowledge of commercial communication; • Deep knowledge of telephone customer service techniques; • Deep knowledge of commercial communication standards of conduct; • Deep knowledge of the commercial service information systems. 	<ul style="list-style-type: none"> • Characterise the different types of clients and their needs; • Apply commercial communication techniques; • Use commercial promotion strategies; • Apply telephone customer service techniques; • Analyse and apply commercial communication standards of conduct; • Consult, obtain and register information on the computer system; • Use the functionalities of the commercial service information system. 	<p>customer/consumer and respect for his/her individuality;</p> <ul style="list-style-type: none"> • Show proactivity in gathering and selecting information; • Act according to commercial communication standards of conduct; • Act according to the rules and regulations in the area of protection of personal data and privacy. 	<p>to the interests and objectives expressed by the client;</p> <ul style="list-style-type: none"> • Consulting information regarding the products and services in the information system; • Communicating in a clear and understandable way to the client; • Demonstrating availability and interest towards other customer requests; • Respecting the commercial communication standards of conduct.
<p>Answer in writing to customers' messages and information requests regarding products, through mobile devices, digital platforms and other online channels</p>	<ul style="list-style-type: none"> • Fundamental knowledge of commercial contracts; • Deep knowledge of service types and products commercialized by the commercial entity; • Deep knowledge of rules and regulations of e-commerce; • Fundamental knowledge of e-marketing; • Deep knowledge of commercial communication; • Deep knowledge of written communication rules through mobile devices, digital 	<ul style="list-style-type: none"> • Interpret technical documentation about the commercialised services and products; • Interpret and analyse e-commerce rules and regulations; • Analyse commercial conditions or agreements; • Apply written communication rules in interactive channels (SMS, email, chat, social network, other) • Apply rules and procedures concerning customer service 	<ul style="list-style-type: none"> • Show ability to adapt to new information and communication technologies; • Show active listening skills in the customer interaction; • Show interest in the customer/consumer and respect for his/her individuality; • Act according to commercial communication standards of conduct; 	<ul style="list-style-type: none"> • Identifying the customers' request in the digital platform, in the information system or other digital communication channel (social networks, for example); • Respecting the written communication rules and the internal rules to answer through digital platforms and other online channels (email, chat, social networks, etc); • Informing about the product characteristics, service, price, price, purchasing conditions, etc. according to the customer's requirements; • Respecting the e-marketing plan

	<p>platforms and other online channels (SMS, email, chat, social network, other)</p> <ul style="list-style-type: none"> • Deep knowledge of customer retention; • Deep knowledge of the customer service information systems; • Deep knowledge of online sales platform and other online channels. 	<p>through mobile devices and other online channels;</p> <ul style="list-style-type: none"> • Apply customer retention techniques; • Apply e-marketing strategies; • Use the features of the customer service information systems; • Use the communication and interaction features of the digital platforms and other online channels. 	<ul style="list-style-type: none"> • Act according to the rules and regulations in the area of protection of personal data and privacy. 	<p>guidelines and the set strategies;</p> <ul style="list-style-type: none"> • Respecting the commercial communication standards of conduct.
Register the service provided in the information system	<ul style="list-style-type: none"> • Fundamental knowledge of information management systems and interactive and digital communication apps ; • Fundamental knowledge of general and internal rules and guidelines for the customer/consumer data register and updating. 	<ul style="list-style-type: none"> • Use the functionalities of the information management systems and interactive and digital communication apps; • Interpret the guidelines regarding the customer/consumer data register and updating. 	<ul style="list-style-type: none"> • Show ability to adapt to new information and communication technologies; • Act according to the rules and regulations in the area of protection of personal data and privacy. 	<ul style="list-style-type: none"> • Respecting the internal rules and procedures for the register of the service provided; • Respecting the rules and regulations regarding the protection of personal data and privacy.
<p>Products/Outputs</p> <ul style="list-style-type: none"> ➔ Register of the service provided to the customer/consumer in technological support (for example, digital platform of telephone and online communication) 				

Title of the Unit of Competence (UC) 3 - SELLING:

Description of the UC:

To sell products through interactive or digital means.

Actions	Knowledge	Skills	Competence	Performance criteria
<p>Present the product to the customer by phone or other interactive or digital means</p>	<ul style="list-style-type: none"> • Fundamental knowledge of e-commerce; • Fundamental knowledge of e-consumers: profiling/characterisation and behaviours; • Fundamental knowledge of e-marketing; • Fundamental knowledge of customer service information systems; • Fundamental knowledge of legislation concerning distance commerce (without the physical presence of both consumer and supplier); • Fundamental knowledge of commercial negotiation; • Fundamental knowledge of commercial communication in English and another foreign language; • Deep knowledge of commercialised products; • Deep knowledge of commercial communication; • Deep knowledge of telephone 	<ul style="list-style-type: none"> • Analyse the general principles of e-commerce; • Analyse the rules and regulations concerning the product sale and commercialisation using the phone or other interactive and digital means; • Analyse information about e-consumers; • Apply commercial communication techniques; • Apply techniques in customer telephone service or other interactive and digital means; • Apply commercial negotiation techniques. 	<ul style="list-style-type: none"> • Show ability to communicate with different interlocutors in differentiated contexts; • Show argumentative abilities; • Show interest in the customer and respect for his/her individuality; • Act according to the business ethics. 	<ul style="list-style-type: none"> • Respecting the phone communication protocol and other protocols applying quality and safety standards; • Resorting to verbal and non-verbal language from commercial communication and to a frequently asked questions guide; • Informing about the product characteristics, price and applicable promotions; • Resorting to commercial argumentation (characteristics, advantages and getting around objections); • Providing information related to conditions of product delivery and agreed payment means and methods; • Informing the customer about the right to contract cancellation, return and exchange deadlines and the right of retraction; • Communicating in a clear and understandable way to the client; • Respecting the rules of business ethics;

	<ul style="list-style-type: none"> customer service techniques or other interactive and digital means; • Deep knowledge of written communication rules through mobile devices, digital platforms and other online channels (SMS, email, chat, social network, other). 			<ul style="list-style-type: none"> • Respecting the rules in the area of protection of personal data and privacy.
Register orders and guarantee the product delivery	<ul style="list-style-type: none"> • Fundamental knowledge of rules and regulations concerning e-commerce; • Deep knowledge of payment means and methods in e-commerce; • Deep knowledge of means and conditions of product delivery; • Deep knowledge of online sale systems and apps; 	<ul style="list-style-type: none"> • Analyse the rules and regulations concerning e-commerce (pre-contractual and contractual conditions of the specific deal); • Characterise the payment means and methods in use in e-commerce; • Characterise the delivery means and conditions of use; • Consult and obtain information from the computer system. 	<ul style="list-style-type: none"> • Show ability to organize work; • Show ability to adapt to new technologies; • Show ability to act according to business ethics. 	<ul style="list-style-type: none"> • Resorting to the information system to register the order and the purchase particular conditions; • Working together with internal and external services relevant to the issuing of related documentation and product shipping.
Issue and organise the commercial documentation of the products and services purchased by the client	<ul style="list-style-type: none"> • Fundamental knowledge of e-commerce legal requirements; • Fundamental knowledge of legislation and regulations concerning product and service invoicing; • Fundamental knowledge of commercial contracts and product commercialisation 	<ul style="list-style-type: none"> • Analyse e-commerce legal requirements; • Analyse legislation and regulations concerning product and service invoicing; • Interpret commercial contracts and product commercialisation particular conditions; • Apply adequate procedures 	<ul style="list-style-type: none"> • Show respect for the set rules and procedures; • Show ability to organize work and manage time. 	<ul style="list-style-type: none"> • Resorting to the computer system to issue the commercial documentation according to the set procedures and the suitable legal rules (sales contract; invoice/receipt; consignment note; delivery slip; others) • Respecting the legal requirements of e-commerce and the pre-contractual conditions set on the phone or

	<ul style="list-style-type: none"> particular conditions; Fundamental knowledge of accounting standards suitable to product sales (invoice/receipt issuing, purchase order, etc.) Deep knowledge of payment means; Deep knowledge of the computer billing system. 	<ul style="list-style-type: none"> for invoice issuing and other accounting documents; Use the features of the invoicing computer system; Use payment means. 		<ul style="list-style-type: none"> through a multichannel platform; Respecting the accounting and invoicing rules in force.
Close the sale	<ul style="list-style-type: none"> Fundamental knowledge of commercial communication in English and another foreign language; Deep knowledge of internal rules and procedures to close the sale; Deep knowledge of customer retention techniques; Deep knowledge of commercial communication. 	<ul style="list-style-type: none"> Select and apply the rules and procedures to sale closing; Apply customer retention techniques; Apply commercial communication techniques. 	<ul style="list-style-type: none"> Show ability to act according to business ethics; Show respect for the set rules and procedures. 	<ul style="list-style-type: none"> Informing the customer about the product delivery by phone or in writing; Informing the customer about the after-sales service and its conditions.
<p>Products/Outputs</p> <ul style="list-style-type: none"> ➔ Product presented to the customer in e-commerce context (by phone or through multichannel platforms) ➔ Order Register ➔ Commercial documentation issued ➔ Payment register ➔ Operation register in the computer system 				

Title of the Unit of Competence (UC) 4 - SELLING:

Description of the UC:

To do the post-sale monitoring through interactive or digital means.

Actions	Knowledge	Skills	Competence	Performance criteria
Plan deliveries	<ul style="list-style-type: none"> • Fundamental knowledge of e-commerce • Fundamental knowledge how to make a delivery from an order • Fundamental E-Mail knowledge • Fundamental knowledge about regulation and transport norms • Fundamental knowledge about logistic distribution • Deep knowledge about the databases that support the post-selling service 	<ul style="list-style-type: none"> • Check whether goods are available • Define the shipping date • Inform customers about shipping date • Organize ordered goods • Compile of delivery • Pack the goods • Add delivery note and possibly the bill • Use the functionalities of the post-sale computer system 	<ul style="list-style-type: none"> • Show planning, organization and assessment skills • Find solutions in case of irregularities • Find individual solutions for product procurement • Work consistently to satisfy Customer; • Show ability to anticipate needs and foresee solutions • Act in accordance with commercial ethic 	<ul style="list-style-type: none"> • Defining objectives and goals to achieve • Proposing individual solutions for problems • Ensuring that the goods are properly packed • Ensuring that the goods can be delivered to shipping • Contacting expedition services and transports to know their availability
Organize deliveries	<ul style="list-style-type: none"> • Fundamental knowledge of e-commerce • Fundamental knowledge of work organization methods • Fundamental knowledge about logistic distribution • Fundamental knowledge of the shipping system from the company • Fundamental E-Mail or SMS knowledge • Fundamental knowledge in 	<ul style="list-style-type: none"> • Analyze and apply product delivery procedures to customers • Apply written communication techniques suitable to the channel • Apply scheduling and organization techniques • Inform about the shipping status • Complete the shipping • Inform customers in case of 	<ul style="list-style-type: none"> • Show planning, organization and assessment skills • Work reliably • Work consistently and responsibly • Act in accordance with commercial ethic 	<ul style="list-style-type: none"> • Questioning the customer about their needs and availabilities regarding delivery • Scheduling delivery in accordance with internal guidelines, relative standards, dispatch and distribution of goods and the needs expressed by the customer • Ensuring that the products are on the dispatch route

	<ul style="list-style-type: none"> skillfully writing • Deep knowledge about the databases that support the post-selling service 	<p>irregularities</p> <ul style="list-style-type: none"> • Contact the shipper • Inform customer when goods are dispatched • Apply the procedures for issuing documentation (return note, credit note, transport guide, ...) for exchanges and refunds • Use the functionalities of the post-sale computer system 		
Handle refunds and exchanges	<ul style="list-style-type: none"> • Fundamental knowledge of e-commerce • Deep knowledge of procedures for exchanging and refunding products • Fundamental knowledge of right of withdrawal (14 days right of withdrawal at online trade) • Fundamental knowledge of legal basis in terms of exchange • Deep knowledge of the refunding and exchange system of the company • Deep knowledge of internal conditions for refunds and exchange • Fundamental knowledge about putting away the refund • Fundamental knowledge 	<ul style="list-style-type: none"> • Interpret and identify de post-sale procedures • Check whether refunding is lawful (goods damaged? /meet the deadline) • Researched whether alternative product exists • Interpret and analyze regulations applicable to the refunding of products and cancellation of services • Offer alternative or similar product • Apply the procedures for issuing documentation (return note, credit note, transport guide, ...) for exchanges and refunds • Use the functionalities of the post-sale computer system 	<ul style="list-style-type: none"> • Show respect for the set rules and procedures • Show interest in the customer/consumer and respect for his/her individuality (Be sensitive to customer satisfaction and customer needs) • Work reliably • Work consistently and responsibly • Act in accordance with commercial ethic 	<ul style="list-style-type: none"> • Identifying the situation (Exchange, refund, dissatisfaction, ...) and evaluating the conditions that can be applied • Informing the customer about refund conditions • Showing understanding and attention to the customer • Ensuring that the refund is completed • Ensuring that the exchange is completed

	<ul style="list-style-type: none"> about accounting interface Deep knowledge about the databases that support the post-selling service 			
Receive and forward requests for technical assistance	<ul style="list-style-type: none"> Deep knowledge about guarantees, support and technical services Deep knowledge about the databases that support the post-selling service 	<ul style="list-style-type: none"> Analyze and apply regulations and norms related with guarantees, support and technical services Apply the procedures for issuing documentation (return note, credit note, transport guide, ...) for exchanges and refunds Use the functionalities of the post-sale computer system 	<ul style="list-style-type: none"> Show respect for the set rules and procedures Act in accordance with commercial ethic 	<ul style="list-style-type: none"> Informing the customer about guarantees, support and technical services Ensuring the emission of documentation and other administrative procedures
Evaluate customer satisfaction with service delivery	<ul style="list-style-type: none"> Deep knowledge about evaluation of the delivery of customer service Fundamental knowledge of quality requirements in customer service Deep knowledge about general and internal procedures for evaluating customer satisfaction Deep knowledge about customer loyalty strategies Deep knowledge about the databases that support the post-selling service 	<ul style="list-style-type: none"> Apply the general and internal procedures for the satisfaction assessment of the client Select and apply customer loyalty strategies Use the functionalities of the post-sale computer system 	<ul style="list-style-type: none"> Show ability to communicate with different interlocutors in differentiated contexts Show active listening skills in the customer interaction Show interest in the customer and respect for his/her individuality Act according to the business ethics 	<ul style="list-style-type: none"> Respecting the internal procedures for evaluating the quality of customer service Using customer loyalty strategies according to the defined communication plan (discounts, offers, gifts, promotions, etc.) Using instruments to evaluate the satisfaction of the service provided to the client Registering the information in the post-sales service computer system

Products/Outputs

- ➔ Documentation regarding the service provided (refund, exchange, request for technical assistance, other)
- ➔ Scheduled delivery
- ➔ Registration of post-sales service performed

Title of the Unit of Competence (UC) 5 - SELLING:

Description of the UC:

To handle and monitor customer complaints through interactive or digital means.

Actions	Knowledge	Skills	Competence	Performance criteria
Receive and check the complaint	<ul style="list-style-type: none"> • Fundamental knowledge of the legal basis (deadlines for processing, ...) • Fundamental knowledge of company-internal handling • Fundamental E-Mail or SMS knowledge • Fundamental knowledge of legal basis in terms of guarantee and warranty • Fundamental knowledge in using a customer database • Deep knowledge about complaint management • Fundamental knowledge of emotional control • Deep knowledge of communication and interpersonal relationship • Deep knowledge about assertive communication • Fundamental knowledge of communication in English or another foreign language • Deep knowledge about the computer system of claims management service 	<ul style="list-style-type: none"> • Analyze legislation and regulations concerning complaints • Identify the critical factors related with complains management • Recognize the importance of emotional control in managing complaints • Apply strategies of emotional control • Apply assertive communication techniques • Apply communication techniques in English or another foreign language • Use the functionalities of the computer system of claims management service (Query in the customer database; Check the complaint; Decide which action makes sense; Confirm receipt of the complaint) 	<ul style="list-style-type: none"> • Express understanding • Take the customer complaint seriously • Remain objective and friendly • Deal with criticism • Plan time accordingly • Show ability for emotional control • Show interest in the customer/consumer and respect for his/her individuality • Show ability to communicate with different interlocutors in differentiated contexts • Show initiative and proactivity in finding solutions 	<ul style="list-style-type: none"> • Identifying customer needs, the reasons for his/her contact and the contours of the situation (break-down, operational failure, dissatisfaction, other) • Questioning the client in order to obtain more information regarding the situation • Querying and recording the information about the customer and the sales process in the computer system • Assessing the situation, the chances of solution and acting in accordance with the level of autonomy • Communicating in a clear and understandable way by the customer, in English or another foreign language

<p>Resolve and / or forward customer complaints</p>	<ul style="list-style-type: none"> • Deep knowledge about complaints management strategies • Fundamental knowledge about emotional control • Deep knowledge about customer loyalty • Fundamental knowledge about relationship marketing • Deep knowledge about computer system customer service (using a customer database, customer service software as ticket system) • Fundamental knowledge about the original product - guidelines and tolerances, (e.g. natural wood, colour differences can occur) • Fundamental knowledge about the price of the product (What does it cost to upgrade the product vs. voucher) • Fundamental knowledge about accounting interface • Fundamental knowledge about purchase contract and legal basis • Fundamental knowledge of buyer and consumer protection • Deep knowledge about the exchange system in the company 	<ul style="list-style-type: none"> • Apply complaint management strategies • Apply regulations and complaint management rules • Apply emotional control strategies • Apply assertive communication techniques • Apply customer loyalty strategies • Use the features of the customer service computer system • Classify the complaint and update it for the action to be taken • Inform the customer about the possible solution • Estimate costs • Offer a timely solution to customer • Adapt purchase contract • Place an order with a supplier if necessary • Inform customer in case of delay • Organization of the collection or free return of the defective goods 	<ul style="list-style-type: none"> • Show ability to act according to the superior guidelines and within the framework of defined responsibility • Show initiative and proactiveness in finding solutions • Show empathy and active listening skills • Show ability for emotional control (Deal with criticism) • Being sensitive regarding customers' satisfaction • Be convincing • Act flexible • Remain objective and friendly • Express understanding 	<ul style="list-style-type: none"> • Respecting the regulations and contractual conditions of the sale process • Requesting technical opinions (legal, financial, other.) to support decision making • Proposing solutions to solve the problem and obtaining the agreement of the client to resolve the complaint/ litigation • Considering the quality standards defined for the handling of complaints and resolution of litigation • Demonstrating calm and emotional control and proactivity in finding solutions • Forwarding to a hierarchical superior or other service defined in the internal procedures
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	<ul style="list-style-type: none"> • Fundamental knowledge of legal basis in terms of guarantee and warranty 			
<p>Products/Outputs</p> <ul style="list-style-type: none"> ➔ Report of the complaint made ➔ Report of litigation situation ➔ Report of the assessment of the situation ➔ Report of the solution found 				

Functional Area “MARKETING”

Title of the Unit of Competence (UC) 1 - MARKETING:

Description of the UC:

To formulate e-marketing plans in collaboration with the marketing manager/director.

To be able of designing marketing plans aimed at e-commerce as well as the organization and monitoring of the actions derived therefrom, in order to attend the electronic and digital sales channel.

Actions	Knowledge	Skills	Competence	Performance criteria
<p>To obtain, process and elaborate information for the on-line market research.</p>	<ul style="list-style-type: none"> • Fundamental knowledge of sources of information on the Internet for markets research. • Fundamental knowledge of the techniques and tools for the analysis of information about products and services, markets, sectors of activity, internet consumption trends and challenges, clients, e-competitors, and intermediaries that operate in the on-line market of a product or service. • Deep knowledge of the methodology to elaborate a SWOT analysis (to find the strengths weaknesses, opportunities and threats of strategy in the digital market). 	<ul style="list-style-type: none"> • Identify and search information for the on-line market research. • Classify the sources of information for the market research: internal and external, primary and secondary. • Develop and use tools to gather information • Organise and classify the information available. • Analyze of the data obtained. • Write a report in order to make conclusions about the market research. 	<ul style="list-style-type: none"> • Demonstrate organizational skills. • Team work. • Demonstrate ability to adapt to information and communication technologies. • Demonstrate critical thinking (to search information). • Establish interpersonal relationships. • Demonstrate creativity and capacity of innovation 	<ul style="list-style-type: none"> • Identifying sources and techniques for collecting market information representative for the commercial activity of the organization. • Applying methods and techniques qualitative and quantitative for the analysis of data available. • Interpreting the information obtained detailing criteria and indicators of analysis used. • Communicating the results to the client or manager/director and the conclusions obtained in a clear, and structured way using the SWOT method.

<p>To set the objectives of the Digital Marketing Plan.</p>	<ul style="list-style-type: none"> • Deep knowledge of the organizational culture. • Deep knowledge of the organizational bussiness model. • Fundamental knowledge of the different areas of the organization. • Deep knowledge of the general objectives of the organization • Deep knowledge of the trends and digital market evolution and the competence. • Deep knowledge of the firm product/service. • Deep knowledge of the firm market niche, who are we going to direct our product/service. • Expert knowledge of the SMART method to define objectives. 	<ul style="list-style-type: none"> • Identify the goals of the company in the digital market. • Identify the objectives of the e-Marketing Plan in the short term: strategic objectives. • Identify the objectives of the e-Marketing Plan in the medium-long term: operational objectives. • Describe the quantitative objectives (market share, turnover, profits, new customers) and qualitative objectives (improvement of the positioning, of the branding). 	<ul style="list-style-type: none"> • Demonstrate capacity to communicate with interlocutors from different areas of the company. • Active listening ability. • Team work. • Capacity to adapt to continuos changes in the digital market. • Demonstrate capacity for organizing and managing information. • Time management. 	<ul style="list-style-type: none"> • Analyzing the variables of the SWOT analysis developed in the market research. • Applying the SMART method and following the criteria to set the objectives of the Marketing Plan.
<p>To define the marketing strategy for e-commerce of the product/service.</p>	<ul style="list-style-type: none"> • Deep knowledge of the objectives of the organization. • Fundamental knowledge of trends and evolution of the digital market. • Expert knowledge of the variables of the marketing area (Marketing-Mix in the digital market). • Fundamental knowledge of 	<ul style="list-style-type: none"> • Apply methods and techniques of analisis of information and data. • Identify the attributes of the product to sell taking into account different criteria. • Design the commercial strategy of our product in the digital market to adapt it to the needs of the digital 	<ul style="list-style-type: none"> • Demonstrate capacity to communicate and collaborate with interlocutors from different areas of the company. • Establish interpersonal relationships. • Critical thinking. • Team work. • Demonstrate organizational 	<ul style="list-style-type: none"> • Defining the strategy according to the diagnosis (SWOT analysis). • Applying methods and techniques to analyze the variables of the Marketing-mix. • Preparing reports on the product based on the available data in order to take strategic decisions. • Preparing reports about prices analyzing the costs of manufacturing,

	<p>the product.</p> <ul style="list-style-type: none"> • Fundamental knowledge of cost structures in the digital market. • Fundamental knowledge of the digital channels and means through which the product can be distributed. • Fundamental knowledge of the ways to promote the product on the internet. • Fundamental knowledge of the tools to design a digital communication strategy. 	<p>consumers.</p> <ul style="list-style-type: none"> • Design the prices strategy. • Design the sales and distribution strategy in the digital market. • Design the communication strategy. 	<p>skills.</p> <ul style="list-style-type: none"> • Demonstrate analytical skills. • Demonstrate creativity and capacity of innovation. • Demonstrate digital skills and capacity to adaptation to changes in the digital environment. 	<p>distribution and commercialization in the digital market in order to take strategic decisions.</p> <ul style="list-style-type: none"> • Preparing reports about channels of distribution in the digital market in order to take strategic decisions. • Preparing reports about segmentation targeting, positioning and differentiation of product in the digital market in order to take strategic decisions.
<p>To develop the Action Plan, detailing the specific digital marketing actions</p>	<ul style="list-style-type: none"> • Fundamental knowledge of online marketing techniques to ensure the success of the business model. • Fundamental knowledge of HTML, web analytics. • Fundamental knowledge of social media. 	<ul style="list-style-type: none"> • Identify different social media and communication channels. • Apply social media strategy. • Design the Work Plan: digital marketing actions and timing. 	<ul style="list-style-type: none"> • Team work. • Demonstrate organisation skills. • Demonstrate analytic skills. • Demonstrate capacity for autonomy and initiative. • Demonstrate capacity to time organization and management. 	<ul style="list-style-type: none"> • Analysing the company. • Analysing the specific sector or market. • Using the e-marketing tools.
<p>Products/Outputs</p> <ul style="list-style-type: none"> ➔ SWOT analysis with results of market research. ➔ Digital Marketing Plan. ➔ Action Plan of the marketing activities. 				

Title of the Unit of Competence (UC) 2 - MARKETING:

Description of the UC:

To establish and monitoring e-marketing plans in collaboration with the marketing manager/director.

To be able of implementing e-marketing plans.

	Knowledge	Skills	Competence	Performance criteria
To organize and manage the marketing activities following the Action Plan established.	<ul style="list-style-type: none"> • Fundamental knowledge of the measurement tools for effectiveness results. • Fundamental knowledge of the social media channels. • Fundamental knowledge of cost analysis. 	<ul style="list-style-type: none"> • Develop the actions of the Work Plan defined. • Identify the aspects of digital marketing plan related costs. 	<ul style="list-style-type: none"> • Team work. • Demonstrate organisation skills. • Be aware about current tools in digital media. • Show initiative. 	<ul style="list-style-type: none"> • Analysing the results of the e-marketing plan in a regular way. • Introducing the necessary assumed modifications to ensure the execution and the aim of the e-marketing plan.
To design the monitoring tools to verify that the actions are being carried out as planned and detect deviations.	<ul style="list-style-type: none"> • Deep knowledge of digital monitoring tools • Expert knowledge in the analysis and evaluation of results of the digital marketing plan. • Fundamental knowledge on selling products and services online: B2B and B2C trade relations. 	<ul style="list-style-type: none"> • Analyze the behavior of Internet users with respect to the product or service using tracking techniques and data traffic and navigation of the web site, among other methods. • Set production targets and make retrofits. 	<ul style="list-style-type: none"> • Transmit information, clear and precise way • Show initiative • Demonstrate creativity and capacity of innovation • Demonstrate organizational skills. 	<ul style="list-style-type: none"> • Pointing out the characteristics and type of products and services, which are often used as a strategy for online marketing. • Identifying the stages of the planning of digital marketing and the objective of control and monitoring of their development.
To define indicators of result quantitative and qualitative to assess the success of each action.	<ul style="list-style-type: none"> • Deep knowledge of the concept of development of indicators. • Fundamental knowledge of quantitative and qualitative analysis of results. • Fundamental knowledge 	<ul style="list-style-type: none"> • Identify appropriate indicators for desired results. • Application of data analysis techniques. • Set production targets and make retrofits. 	<ul style="list-style-type: none"> • Transmit information in a clear and precise way. • Demonstrate autonomy and responsibility in the information analysis. 	<ul style="list-style-type: none"> • Extracting the information and relevant data of the product and the marketing plan market linking each other variables of the customer profile and objectives of digital marketing action • Defining the objectives and purpose

	about statistical treatment and analysis of data.			of the data that we want to obtain the development of digital marketing actions
To review periodically the digital marketing strategy implemented to evaluate the achievement of the planned objectives and expected results	<ul style="list-style-type: none"> • Fundamental knowledge of digital marketing tools. • Deep understanding of digital marketing strategies. 	<ul style="list-style-type: none"> • Detect deviations in results and execution of the policies and actions of the digital marketing plan by comparing the results with the objectives. • Set production targets and make retrofits. 	<ul style="list-style-type: none"> • Transmit information in a clear and precise way. • Demonstrate an adequate degree of autonomy in the resolution of contingencies. 	<ul style="list-style-type: none"> • Establishing follow-up procedures and control in the implementation of the marketing plan policies collecting information from departments and agents involved, network sales and internal and external distribution and contracting providers, among others. • Transmitting, through a report contingencies, deviations and errors detected together with the possible alternatives for their resolution to top managers, structuring the information obtained from control and business processes.
<p>Products/outputs</p> <ul style="list-style-type: none"> ➔ Control and Monitoring Plan ➔ Monitoring Reports of the Digital Marketing Plan ➔ Minutes of the periodically reviews ➔ Cost Reports ➔ Results Reports ➔ Deviation Reports ➔ Preventive and corrective actions Reports 				