

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Common Competency

Title	Attend to Customers
Code	108793L2
Range	This unit of competency is applicable in vehicle showrooms / exhibition venues or servicing centres. Practitioners should be able to employ simple communication skills to receive customers according to the organisation's established procedure and standard and can understand customers' requirements to give appropriate feedback.
Level	2
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Attend to customers)</p> <ul style="list-style-type: none"> • Good understanding of the basic knowledge of attend to customers, including: <ul style="list-style-type: none"> ○ The organisation's procedure and standard on one's individual appearance ○ The organisation's procedure and standard on serving customers ○ Oral communication and interpersonal skills • Good understanding of customers' preference and demand for vehicle products, including: <ul style="list-style-type: none"> ○ Good understanding of the characteristics of different types of customers ○ Good understanding of customers' needs on products regarding environmental protection <p>2. Performance (Attend to customers)</p> <ul style="list-style-type: none"> • Capable of managing one's individual appearance meeting the organisation's established procedure. • Serve customers according to the organisation's established procedure: <ul style="list-style-type: none"> ○ Respond to customer enquiries on vehicle products with courtesy and professionally ○ Maintain relationship with customers and capable of collecting their contact information according to the organisation's established procedure; and report to supervisor ○ Take follow-up action with respective information department to obtain latest and accurate information, including product knowledge • Employ good communication skills with customers. • Receive customers with proper customer service attitude, such as provide services in a friendly manner to give customers good impression, and adequate product knowledge. • Bear the corporate image when receiving customers.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are that the practitioner being assessed shall prove that he/she is:</p> <ul style="list-style-type: none"> • Capable of understanding customers' preference and demand for vehicle products to give appropriate responses; and • Capable of employing simple communication skills to receive customers according to the organisation's procedure and requirements and with the bearing of corporate image.
Remark	