

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Common Competency

Title	Manage customer relationship
Code	108794L3
Range	This unit of competency is applicable in workplaces relevant to vehicle sales and its after-sales services. Practitioners should be able to employ customer relationship management techniques appropriately to maintain good relationship with customers to strengthen the company's business and reputation.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Customer relationship management)</p> <ul style="list-style-type: none"> • Understand customer relationship management theory, such as: <ul style="list-style-type: none"> ○ Customer knowledge ○ Customer satisfaction ○ Establishment of customer relationship ○ The ethical concept of customer relationship • Master customer relationship management techniques. • Good understanding of the vehicle manufacturer's policy on brands/product services and organisational policy on customer relationship management. • Good understanding of general customer information and management of information system including privacy protection and regulations. <p>2. Performance (Manage customer relationship)</p> <ul style="list-style-type: none"> • Establish and maintain stable and permanent relationship with customers according to the guidelines and policies of the vehicle manufacturer and the organisation, such as: <ul style="list-style-type: none"> ○ Routine customer interaction management, e.g. visits, mails and other electronic communications ○ Communication and interaction record management, e.g. conversations, phone calls, emails and letters ○ Maintain record of customers' crucial information ○ Monitor reports on customer relationship, such as: <ul style="list-style-type: none"> ▪ Answer enquiries, make quotation and verification ▪ Keep promises ▪ Handle customers' complaints ○ Customer evaluation and classification ○ Handle general customer information system management, such as: <ul style="list-style-type: none"> ▪ Keep customer information on file ▪ Retrieve data base and data ▪ Update data ▪ Analyse relationship ▪ Compile reports ▪ Make back-up ▪ Maintain close contact with other departments in the organisation (e.g. service department or sales department) to fully utilise customer information
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 customer relationship management theory; and

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	<ul style="list-style-type: none">• Capable of employing customer relationship management techniques appropriately to maintain good relationship with customers; and fully utilising customer information to strengthen and enhance business.
Remark	The practitioner concerned already understand the Data Privacy Ordinance