

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Common Competency

Title	Handle customers' complaints
Code	108796L4
Range	This unit of competency is applicable to the managerial staff responsible for customer services or sales in various workplaces of the automotive industry. Practitioners should be able to handle and following up customers' complaints on the quality of vehicle products or services independently and appropriately according to the internal guidelines of the organisation. They should also be capable of making evaluation to improve the quality of customer services.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Organisation's procedure in handling customers' complaints)</p> <ul style="list-style-type: none"> • Master the organisation's established guidelines and regulations in handling customers' complaints on the quality of vehicle products or services, such as: <ul style="list-style-type: none"> ○ Understand the nature and causes of complaints ○ The staff authorised by the organisation to settle customers' complaints and their scope of authority ○ Understand the organisation's established procedure in referring cases to be settled by appropriate persons ○ Understand organisational procedure in recording actions taken when settling complaints ○ Understand communication skills, such as: theory and application of psychoanalysis <p>2. Performance (Handle customer's complaints on the quality of vehicle products)</p> <ul style="list-style-type: none"> • Conduct appropriate investigation and analysis into customers' complaints on the quality of vehicle products in accordance with the organisation's internal guidelines, including: <ul style="list-style-type: none"> ○ Understand customer complaints in person and be able to calm down customer emotions by effective communication skills ○ Analyse the cases submitted by subordinates with regard to customers' complaints on the quality of vehicle products or services ○ Classify the complaints and refer them to relevant departments/staff to follow up as appropriate ○ Analyse the causes for customers' complaints on quality and settle the problems in collaboration with relevant departments; and update relevant information record ○ Effectively handle and answer customers' complaints on the quality of vehicle products and services • Review customers' complaints on vehicle products and the quality of services, including: <ul style="list-style-type: none"> ○ Analyse satisfaction of customers on customers' complaints via questionnaires ○ Review the methods and efficiency regarding the handling of complaints • Hold regular meetings to review the customer services to recurrence of the same complaints and to improve the quality of customer services.
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 effectively handling and analyzing customers' complaints on the quality of vehicle products and services; and

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	<ul style="list-style-type: none">• Capable of drafting a review proposal regarding customers' complaints on product quality to improve the quality of customer services.
Remark	