

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Common Competency

Title	Formulate customer services plan
Code	108797L5
Range	This unit of competency is applicable in workplaces providing vehicle sales and after-sales services. Practitioners should be able to formulate customer services plans to provide quality services to enhance organisational image and business.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Customer's requirements on the services provided by the automotive industry)</p> <ul style="list-style-type: none"> • Master the industry's criteria and requirements of high-quality customer services. • Master the customer services indicators set by the vehicle manufacturers for the brands and products. • Good understanding of the objectives of comprehensive organisational strategy, the available resources of the organisation and the strengths and weaknesses of each department. • Master the expectation of the market and customers. • Good understanding of the policy on strengthening the customer services and trend for future standard of services. • Master changes in the automotive industry and market environment. <p>2. Performance (Formulate customer services plan)</p> <ul style="list-style-type: none"> • Formulate customer services plan for the automotive industry. • With reference to the vehicle manufacturer's requirements and instructions in this regard and considering the special conditions of the organisation and local market: <ul style="list-style-type: none"> ○ Devise services operation system <ul style="list-style-type: none"> ▪ system blueprint and structure ▪ key service staff scheme ▪ support of organisational resources ○ Understand the daily operation of the organisation, such as: <ul style="list-style-type: none"> ▪ rules of customer services and discipline of staff ▪ duties of customer services ▪ design the workflow, operation and steps of standard services ▪ services and facility management, such as allocation of equipment, installation, maintenance and operation training ▪ service environment management ○ Positioning of customer services and identify target customers ○ Establish improvement mechanism for customer services ○ Establish appraisal system on customer services and commend those staff with good performance ○ Formulate electronic customer services plan for the organisation, such as: <ul style="list-style-type: none"> ▪ set up data base in the website of the organisation ▪ handle electronic enquiry ▪ provide electronic customer services ○ Understand changes in the market and customer needs, conduct regular reviews and adjust customer services plan ○ Assess operation efficiency and communicate with respective departments that have contacts with customers ○ Submit relevant reports to seniors and the vehicle manufacturer

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Assessment Criteria	The integrated outcome requirements of this unit of competency are that the practitioner being assessed shall prove that he/she is: <ul style="list-style-type: none">• Capable of formulating customer services plan and monitoring the operation to strengthen and enhance business of the organisation; and• Capable of understanding changes in the automotive industry, adjusting customer services plan and maintaining close interaction with different partners.
Remark	