Specification of Competency Standards
for the Automotive
Unit of Competency

Functional Area - Common Competency

Title	Attend to Customers
Code	111660L3
Range	This unit of competency is applicable in vehicle showrooms / exhibition venues or service centres. Practitioners should be able to employ professional skills to receive customers according to the organisation's established procedure and standard and can understand customers' requirements to give appropriate response.
Level	3
Credit	3 *(For Reference Only)*

Competency	**Performance Requirements**
	1. Knowledge (Trade knowledge and communication skills)
	• Master comprehensive knowledge of customer care, including:
	  ○ the code of practice of the organisation in customer service;
	  ○ the system and customer attention defined by the organisation in trade knowledge, appearance and customer service; and
	  ○ oral communication and interpersonal skills.
	• Good understanding of customers' preference and demand for vehicle products, including:
	  ○ consumer psychology;
	  ○ the characteristics of different types of customers; and
	  ○ the customers' needs for the environmental protection products, such as new energy vehicles.
	2. Performance (Attend to customers)
	• Manage personal appearance meeting the organisation's established requirements.
	• Serve customers according to the organisation's established procedure:
	  ○ Respond to customer enquiries on vehicle service and products with courtesy and professionalism
	  ○ Maintain relationship with customers and collect their contact information according to the organisation's established procedure, and report to the supervisor
	  ○ Follow up with respective parties to obtain the latest and accurate information, such as the product knowledge, such as performance and safety, progress of service, etc.
	• Employ good communication skills with customers.
	• Receive customers with a proper customer service attitude, such as providing services in a friendly manner to give customers a good impression, updates of service and adequate product knowledge.
	• Bear the corporate image when receiving customers.

Assessment Criteria	The integrated outcome requirements of this unit of competency are that the practitioner being assessed shall prove that he/she is: • Capable of understanding customers' needs for giving appropriate responses and taking follow-up actions; and

	• Capable of employing effective communication skills to receive customers according to the organisation's procedure and requirements and with the bearing of a corporate image.
Remark	The credit value of this competency unit assumes that the practitioner has already possessed comprehensive knowledge of automobile products, information technology skills and interpersonal communication skills, and understanding on the organisational code of practice and consumer psychology. (This UoC replaced 108793L2)