

Specification of Competency Standards of the Beauty Industry

Unit of Competency

Functional Area: Beauty Care

Title	Carry out customer consultation service
Code	106899L2
Range	Master the techniques of answering the customers who seek advice; apply the knowledge of basic dermatology and beauty care in analyzing the skin condition and providing consultation service for customers; recommend beauty products or treatment plans at beauty-related workplaces.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none">1. Consultation techniques<ul style="list-style-type: none">• Understand customer consultation techniques, such as:<ul style="list-style-type: none">• Good communication skills including that of listening, asking, responding, explaining and observing, the use of body language• Good serving manner• Skills of identifying product or service needs of customers• Understand the importance of consultation to beauty service industry e.g. strengthen customers' confidence and goodwill, foster a mutual beneficial relationship, avoid misunderstanding or unnecessary disputes2. Handle customer consultation<ul style="list-style-type: none">• Master the basic customer consultation techniques and basic knowledge of beauty products and care, provide good service of customer consultation so as to maintain the good relationships with them, such as:<ul style="list-style-type: none">• Understand customers' requirements on beauty treatments and products• Explain to customers the characteristics, effects, limitation and charges of a products or service, and the time needed for the service, etc.• Recommend suitable products or services to customers• Analyze skin conditions of customers and explain to them conditions not suitable for treatments e.g. eczema, tinea, vitiligo, bruising, skin allergies etc.• Encourage the customers to ask questions and clarify any points of which they are unsure• Complete customer records clearly e.g. customers' name, consultation type, name of the beauty therapist etc.
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none">• Capable to master basic knowledge of beauty care, apply good communication skills to provide good consultation service, recommend appropriate products or treatments to customers so as to maintain good relationships with them and facilitate business transactions.
Remark	<p>The credit value of this unit of competency is set on the presumption that the learner already possesses the competency of (1) BEZZCN105A "Know about beauty service types and their functions" (2) BEZZCN106A "Understand basic beauty care knowledge" (3) BEZZCN107A "Identify types, ingredients and uses of beauty products" (4) 106898L1 "Know about skin structure and common problems" (5) BEZZCN210A "Identify various types of skin and care".</p>