

1. Title	Customer relationship skills		
2. Code	BEZZCN207A		
3. Range	Use customer relationship skills to communicate with customers in normal working environment, advise them on suitable beauty/body care products or services, and handle general complaints from customers effectively.		
4. Level	2		
5. Credit	3 (for reference only)		
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Customer relationship skills</p> <ul style="list-style-type: none"> ◆ Understand the basic knowledge of communication e.g. verbal and non-verbal (written, body language) ◆ Understand the basic knowledge when welcoming and receiving customers and the established procedures and standards of the organization, including: <ul style="list-style-type: none"> • Requirements on personal appearance and attire of employees • Procedures and standards for welcoming and receiving customers • Interpersonal relationship skills • Understand the characteristics of different types of customers • Understand different feelings of customers ◆ Understand the guidelines of the organization on handling customer complaints <ul style="list-style-type: none"> • Understand authorised personnel for handling customer complaints and their authority • Procedures for conciliating complaints • Procedures for referring complaints <p>6.2 Apply customer relationship skills</p> <ul style="list-style-type: none"> ◆ Master customer relationship skills to communicate effectively with the customers, identifying their needs and introduce or advise them on suitable beauty/body care products or services <ul style="list-style-type: none"> • Answer politely and positively enquiries from customers who come in person, phone in and through email • Handle customers' appointment effectively • Understand the requirements of customers for beauty services or products through communicating with them and through observation 		

	<ul style="list-style-type: none"> • Release correct information on beauty products and services, have knowledge on the names and effects of popular beauty products and hot items • Seek advice from the supervisor or relevant colleagues at suitable time e.g. individual preferential requests • Obtain customer information and maintain customer relationships according to established procedures of the organization ◆ Handle general complaints from customers effectively according to established procedures of the organization <ul style="list-style-type: none"> • Understand the details of the complaint • Pacify the customers • Take appropriate measures to deal with the complaint according to the guidelines of the organization on handling complaints e.g. compensation, apology • Refer the case to suitable personnel to follow up if necessary • Record the conciliation procedures clearly
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to master the customers relationship skills; (ii) Capable to use the customers relationship skills in routine working environments to introduce or advise on beauty/body care products or services to suit customers' needs; and (iii) Capable to handle general complaints from customers effectively according to established procedures of the organization.
8. Remarks	