

1. Title	Master quality customer service
2. Code	BEZZCN305A
3. Range	Provide quality customer services at beauty-related workplaces to the satisfaction of customers, to increase sales volume of the company and build up corporate branding.
4. Level	3
5. Credit	6 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the concept of quality customer service</p> <ul style="list-style-type: none"> <li>◆ Understand the definition of quality customer service <ul style="list-style-type: none"> <li>• Difference between quality of service and services</li> <li>• Concept of quality service</li> <li>• Forms of quality service <ul style="list-style-type: none"> <li>▸ Customer perceptions</li> <li>▸ Customer expectations</li> <li>▸ Management Perceptions for delivering service</li> <li>▸ Standard specifying service</li> <li>▸ Deviations of actual Service delivered</li> </ul> </li> </ul> </li> </ul> <p>6.2 Apply quality customer service techniques</p> <ul style="list-style-type: none"> <li>◆ Provide quality customer services according requirements and code of service of the organization on customer service personnel <ul style="list-style-type: none"> <li>• Understand clearly the services provided by the organization</li> <li>• Identify actual needs of the customers and handle their complaints properly</li> <li>• Master factors affecting customers' choice of beauty services</li> <li>• Effectively handle service failures and implement recover strategies, such as: <ul style="list-style-type: none"> <li>▸ Investigating and analyzing causes of service failures</li> <li>▸ Assessing the pros and cons of recover strategies</li> <li>▸ Implementing recover plans</li> </ul> </li> </ul> </li> <li>◆ Suggest improvements to the quality service system to adapt the changes in market environment</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to provide services to customers' satisfaction according to the established procedures and standards of the beauty salon or body care centre;</p> <p>(ii) Capable to handle customers' complaints properly; and</p> <p>(iii) Capable to suggest improvements to customer service so as to increase sales volume and build up corporate branding.</p>
8. Remarks	