

1. Title	Formulate customer service management strategies	
2. Code	BEZZCN601A	
3. Range	Formulate effective customer service management strategies applicable to the beauty industry, according to the corporate mission and objectives, so as to suit the customer's needs, to enhance corporate brand image, profits and business development.	
4. Level	6	
5. Credit	12 (for reference only)	
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand customer service management</p> <ul style="list-style-type: none"> ◆ Understand the importance of formulating customer service management strategies ◆ Understand customer service management theories <ul style="list-style-type: none"> • Total customer service package • Concept of service market e.g. market opportunity • Strategies of service operation e.g. resources allocation analysis • Delivery Total Service Package • Identifying target customers • Customer service and communication management matrix • Service demand and supply strategy • Measurement of service quality <p>6.2 Formulate customer service management strategies</p> <ul style="list-style-type: none"> ◆ Apply customer service management knowledge to formulate effective customer service market matrix strategy according to the corporate objectives <ul style="list-style-type: none"> • Formulate customer service management plans <ul style="list-style-type: none"> ▸ Service management operation ▸ Services Process Matrix ▸ Content, package, quality and pricing of service ▸ Customer service promotion strategy ▸ Electronic and internet service strategy ▸ Customer service communication matrix strategy • Formulate external and internal service management logic strategies to change the service culture of the organization <ul style="list-style-type: none"> ▸ Strategies to change the organizational structure or system e.g. recruitment, training, reward and penalty, staff commitment, etc. ▸ Master the scope of customer service audits e.g. customers, staff, the management, the public, etc. 	

	<ul style="list-style-type: none"> • Identify shortcomings of service according to the service quality benchmarks, formulate structural quality improvement strategies to put forward the customer services quality assurance ◆ Audit the investment in customer service and anticipate the short-term and long-term returns in order to formulate customer service strategies ◆ Formulate long-term customer service development and global customer service strategies, such as: <ul style="list-style-type: none"> • Expanding local customer service strategies <ul style="list-style-type: none"> ▸ Single / diversified products strategy ▸ Centralized or district diversification strategy • Franchise • Customer service strategy for Mainland China or overseas
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to formulate effective customer service management strategies according to the corporate mission and objectives, so as to suit the customers needs; and</p> <p>(ii) Capable to formulate effective customer service management strategies to enhance corporate brand image, profits and business development, which benefits the development of the organization in the long run.</p>
8. Remarks	