

1. Title	Formulate customer service scheme	
2. Code	BEZZCS401A	
3. Range	Formulate customer service scheme at beauty-related workplaces to provide quality service, so as to enhance the image of corporate branding and develop business.	
4. Level	4	
5. Credit	12 (for reference only)	
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Customer service requirements of the beauty industry</p> <ul style="list-style-type: none"> ◆ Understand the criteria and requirements on high quality customer service of the beauty industry ◆ Understand the strengths and weaknesses of the organization ◆ Understand policy direction and future development of beauty services ◆ Understand the changes in the industry and market environment <p>6.2 Formulate customer service scheme</p> <ul style="list-style-type: none"> ◆ Formulate a customer service scheme for the industry <ul style="list-style-type: none"> • Design service operation system <ul style="list-style-type: none"> ▸ System blueprint and framework ▸ Key service personnel scheme • Design routine operation scheme for the organization <ul style="list-style-type: none"> ▸ Code of practice and work discipline for customer service ▸ Workflow, operation and steps for designing beauty services ▸ Service environment management, such as the hygiene and lighting of salon • Position the customer services of the organization and identify target customers • Formulate electronic customer service scheme for the organization <ul style="list-style-type: none"> ▸ Corporate website's databank ▸ Procedures for handling electronic enquiries • Establish customer service assessment mechanism, such as: rewarding and penalty mechanism for staff • Master market changes and adjust the customer services scheme 	

7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Capable to formulate the customer services scheme effectively to strengthen and develop corporate business; and (ii) Capable to master the beauty market changes and adjust the customer services scheme to enhance competitiveness.
8. Remarks	