

1. Title	Implement customer service management
2. Code	BEZZCS402A
3. Range	Implement customer service management at beauty-related workplaces according to the customer services scheme of the organization 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 Characteristics of customer service of the beauty industry</p> <ul style="list-style-type: none"> ◆ Understand the characteristics of customer service of the beauty industry, such as: <ul style="list-style-type: none"> • Intangibility • Inseparability • Heterogeneity ◆ Understand the service management of the industry <ul style="list-style-type: none"> • Customers' expectation • Value-added service for customers • Customer service culture • Customers' satisfaction ◆ Understand rules to be complied with by industry-related customer service personnel, such as: <ul style="list-style-type: none"> • Codes of discipline and service • Hygiene and safety standards • Concept of service ethics <p>6.2 Implement customer service management</p> <ul style="list-style-type: none"> ◆ Implement general customer service management according to the customer services requirements of the organization <ul style="list-style-type: none"> • Set customer service indicators • Devise customer service details • Analyze cases of complaint • Daily customer service management of beauty or body care centres • Service quality record management • Customer record and information management • Electronic customer service management <ul style="list-style-type: none"> ▸ Website databank ▸ Electronic customer service ◆ Improve customer service management according to the assessment criteria of the organization

7. Assessment Criteria	The integrated outcome requirement of this unit of competency is: (i) Capable to implement customer service management to provide good customer service according to corporate guidelines so as to strengthen customer service quality and develop business.
8. Remarks	