

1. Title	Assess customer service plan and performance indicators
2. Code	BEZZCS501A
3. Range	Assess customer service plan and performance indicators effectively so as to improve customer service, develop business and enhance corporate branding image.
4. Level	5
5. Credit	12 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand details of customer service indicators</p> <ul style="list-style-type: none"> ◆ Understand the formulation of customer service indicators, such as: <ul style="list-style-type: none"> • Quantification of service indicators • Customers' standard for quality • Customers' knowledge • Service expectation • Deviations between customers' standard quality and service expectation • Improvement in service quality • Service edge <p>6.2 Assess customer service plan and performance indicators</p> <ul style="list-style-type: none"> ◆ Master the checking and assessment of customer service plan, including the principle, scope, method, procedure and workflow, confidentiality and limitation, etc. ◆ Formulate and quantify performance indicators of customer service, based on: <ul style="list-style-type: none"> • Business turnover • Number of visits by the customers • Profit returns • Number of complaints • Proportion of new customers to customer loss ◆ Formulate assessment items for customer service scheme <ul style="list-style-type: none"> • Scope of assessment • Assessment method • Assessment procedures • Follow-up and improvements in service management
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to master the concept of customer service quality assurance; and</p> <p>(ii) Capable to assess customer service scheme and performance indicators effectively according to strategic objectives of the organization so as to improve customer service and develop business.</p>
8. Remarks	