

Specification of Competency Standards of the Beauty and Hairdressing Industry

Unit of Competency

Functional Area: Marketing & Customer Service

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| Title | Apply Basic Knowledge of Customer Service |
| Code | 105394L1 |
| Range | This unit of competency (UoC) is applicable in hairdressing-related workplaces. Practitioners should be able to provide quality customer service in day-to-day working environment to attract new customers and retain existing ones, so as to improve business turnover and maintain the organization's professional image in the industry. |
| Level | 1 |
| Credit | 3 (for reference only) |
| Competency | <p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess basic knowledge of customer service <ul style="list-style-type: none"> • Possess basic knowledge of customer services, such as: <ul style="list-style-type: none"> • Definition of service • Service culture of the organization • Group work and team spirit • Communication skills • Concept of image • Duties and job details of customer services 2. Apply basic knowledge of customer service <ul style="list-style-type: none"> • Identify good service attitude and apply communication skills to provide quality customer services to gain customer's trust and establish customer relations • Show team spirit at work and seek advice from supervisor or related colleagues in order to cater to needs of different customers 3. Exhibit professionalism <ul style="list-style-type: none"> • Apply interpersonal communication skills to build and maintain quality customer service relations • Show respect for personal privacy when handling personal data of customers |
| Assessment Criteria | <p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Master basic knowledge of customer service; and • Apply communication skills at work to provide quality customer services to attract new customers and retain existing ones so as to improve company's business turnover. |
| Remark | |