

Specification of Competency Standards of the Beauty and Hairdressing Industry

Unit of Competency

Functional Area: Marketing & Customer Service

Title	Customer Relationship Skills
Code	105397L2
Range	This unit of competency (UoC) is applicable in salons. Practitioners should be able to communicate with customers in daily familiar working environment, recommend suitable hairdressing products or services, and handle general complaints from customers effectively.
Level	2
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of customer relationship <ul style="list-style-type: none"> • Understand basic communication skills, e.g.: verbal and non-verbal (written, body language) • Understand basic standards and procedures of the organization for greeting and receiving customers, e.g.: personal appearance/attire of employees, interpersonal relationship skills, characteristics of different types of customers, behaviour and emotional expression of different customers, etc. • Understand the guidelines of the organization on handling customer complaints, e.g.: <ul style="list-style-type: none"> • Authorised personnel for handling customer complaints and their authority • Procedures for conciliating complaints • Procedures for referring complaints • Understand the hairdressing services, products, pricing and workflow of the organization 2. Apply customer relationship skills <ul style="list-style-type: none"> • Apply customer relationship skills to communicate effectively with the customers in normal working environment to identify their needs, and introduce or recommend appropriate hairdressing products or services to them <ul style="list-style-type: none"> • Handle enquiries or appointments of customers • Understand the requirements of customers for hairdressing services or products through conversation and observation • Provide correct information on hairdressing products and service • Seek advice from the supervisor or relevant colleagues at suitable time e.g. individual preferential requests • Obtain customer information according to procedures established by the organization in order to maintain customer relationship • Handle general complaints from customers effectively according to relevant guidelines established by the organization, e.g.: pacifying the customer, compensation, apology, etc. • Refer the case to suitable personnel to follow up if necessary, and explain to the customer clearly why it is more appropriate to refer the case to some other department • Record the conciliation procedures 3. Exhibit professionalism <ul style="list-style-type: none"> • Apply good interpersonal communication skills to establish and maintain quality customer service relationship • Adhere to the Personal Data (Privacy) Ordinance when collecting customer data
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Use customer relationship skills to maintain good relationship and communicate with customers in normal working environment, and introduce or recommend appropriate hairdressing products or services to them; and • Handle general complaints from customers effectively according to procedures established by the organization.
Remark	