

Specification of Competency Standards of the Beauty and Hairdressing Industry

Unit of Competency

Functional Area: Marketing & Customer Service

Title	Master Quality Customer Service
Code	105398L2
Range	This unit of competency (UoC) is applicable in hairdressing-related workplaces. Practitioners should be able to provide quality customer service to the satisfaction of customers, in familiar, routine, predictable and structured working environment, in order to increase sales volume of the organization and maintain its brand image.
Level	2
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge of quality customer service</p> <ul style="list-style-type: none"> • Understand the definition of quality customer service <ul style="list-style-type: none"> • Difference between quality of service and services • Concept of quality service • Forms of quality service <ul style="list-style-type: none"> • Customer perceptions • Customer expectations • Management Perceptions for delivering service • Standard specifying service • Understand the quality service attitude required of hairdressing practitioners, e.g.: listening and responding skills, understanding customer needs, etc. • Understand the characteristics and workflow of hairdressing services/products provided by the organization <p>2. Demonstrate quality customer service</p> <ul style="list-style-type: none"> • Provide quality customer services according to standards and code of practice of the organization on quality service <ul style="list-style-type: none"> • Identify actual needs of the customers for hairdressing services/products • Master factors affecting customers' choices of hairdressing services/products • Respond to customers' enquiries/opinions patiently and politely according to corporate guidelines, and seek help from supervisors when necessary • Participate in reviewing quality service procedures, and suggest improvements to adapt to market change <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Apply good interpersonal communication skills to establish and maintain quality customer service relationship
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Provide services to customers' satisfaction according to the corporate procedures and standards on quality service; and • Handle customers' enquiries/opinions effectively.
Remark	