

Specification of Competency Standards of the Beauty and Hairdressing Industry

Unit of Competency

Functional Area: Marketing & Customer Service

Title	Handle Complaints and Opinions
Code	105400L3
Range	This unit of competency (UoC) is applicable in hairdressing-related workplaces. It involves analysis, evaluation and judgement. Practitioners should be able to handle and follow up customer complaints effectively according to the organization's guidelines and service code.
Level	3
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of customer service <ul style="list-style-type: none"> • Understand the organization's customer service guidelines, including: quality customer service, handling demanding customers • Master corporate guidelines and procedures for handling customer complaints and opinions, e.g.: <ul style="list-style-type: none"> • Ways and procedures for handling different forms of complaints, e.g.: complain in person, by telephone, by writing or through media • Authority to handle complaints • Mediation procedures • Procedures for complaint referral • Understand the organization's hairdressing products and services • Understand retail-related ordinances, e.g. customer rights, consumer rights, etc. • Understand the attitude when handling complaints and the possible consequences due to improper response • Master good interpersonal relationship and communication skills 2. Handle complaints and opinions <ul style="list-style-type: none"> • Handle customer complaints and opinions properly according to relevant corporate guidelines and code of practice for customer service, e.g.: <ul style="list-style-type: none"> • Listen patiently to customer complaints and opinions • Respond politely and appropriately • Agree on solutions and time frame, e.g.: compensation, rewards, apology • Seek help from superiors when necessary • Follow up the case • Record complaint details and suggestions properly and review immediately; make improvements or amendments accordingly to protect corporate image and avoid similar complaints to occur again 3. Exhibit professionalism <ul style="list-style-type: none"> • Handle complaints professionally, politely and with restraint • 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"> • Master the details and nature of complaint, determine the severity of the complaint and take appropriate action to handle it properly; and • Review and improve accordingly to avoid similar complaints to occur again.
Remark	