

Specification of Competency Standards of the Beauty and Hairdressing Industry

Unit of Competency

Functional Area: Marketing & Customer Service

Title	Formulate Customer Service Scheme
Code	105403L4
Range	This unit of competency (UoC) is applicable in hairdressing-related workplaces. It involves analysis, evaluation and judgement. Practitioners should be able to formulate customer service scheme according to the organization's operational policies and market development trend, so as to provide quality service, so as to enhance the image of corporate branding and develop business.
Level	4
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand customer service requirements of the hairdressing industry <ul style="list-style-type: none"> • Understand the criteria and requirements on high quality customer service of the industry • Understand the strengths of and challenges faced by the organization • Understand the organization's policies and future development of hairdressing services • Understand the changes in the industry and market environment 2. Formulate customer service scheme <ul style="list-style-type: none"> • Formulate a customer service scheme for the industry <ul style="list-style-type: none"> • Design service operation system • System blueprint and framework • Key service personnel scheme • Design routine operation scheme for the organization • Code of practice and staff discipline for customer service • Workflow and steps for designing hairdressing services • Service environment management, such as the hygiene and lighting of salon • Position the customer service of the organization and identify target customers • Formulate electronic customer service scheme for the organization • Corporate website and database • Procedures for handling electronic enquiries • Establish customer service assessment mechanism, such as: rewarding and penalty mechanism for staff • Master market changes and adjust the customer service scheme 3. Exhibit professionalism <ul style="list-style-type: none"> • Give priority to customer interests and adhere to the Personal Data (Privacy) Ordinance when considering and formulating customer service management strategies
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate customer service scheme effectively to strengthen and develop corporate business; and • Master the hairdressing market changes and adjust the customer service scheme to enhance competitiveness.
Remark	