

Specification of Competency Standards of the Beauty and Hairdressing Industry

**Unit of Competency**

**Functional Area: Marketing & Customer Service**

Title	Assess Customer Service Scheme and Performance Indicators
Code	105407L5
Range	This unit of competency (UoC) is applicable in the hairdressing industry. Practitioners should be able to critically analyze, assess and consolidate information on customer service scheme and performance indicators, so as to improve customer service, develop business and enhance corporate branding image.
Level	5
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Understand details of customer service indicators <ul style="list-style-type: none"> <li>• Understand the formulation of customer service indicators, such as: <ul style="list-style-type: none"> <li>• Quantification of service indicators</li> <li>• Customer's standard for quality</li> <li>• Customer's knowledge</li> <li>• Service expectation</li> <li>• Deviations between customer's standard quality and service expectation</li> <li>• Improvement to service quality</li> <li>• Service edge</li> </ul> </li> </ul> </li> <li>2. Assess customer service scheme and performance indicators <ul style="list-style-type: none"> <li>• Master the checking and assessment of customer service scheme, including the principle, scope, method, procedure and workflow, confidentiality and limitation, etc.</li> <li>• Formulate and quantify performance indicators of customer service, basing on the business turnover, number of visits by the customers, profit returns, number of complaints, and proportion of new customers to customer loss</li> <li>• Formulate assessment items for customer service scheme, including the scope, method and procedures of assessment, follow-up and improvements to service management, etc.</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Assess customer service scheme and performance indicators regularly to ensure its accuracy and timeliness</li> <li>• The assessment criteria formulated can improve customer service standard</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Master the concept of customer service quality assurance; and</li> <li>• Assess customer service scheme and performance indicators effectively according to strategic objectives of the organization so as to improve customer service and develop business.</li> </ul>
Remark	