

Specification of Competency Standards of the Beauty and Hairdressing Industry

Unit of Competency

Functional Area: Marketing & Customer Service

Title	Formulate Customer Service Management Strategies
Code	105408L6
Range	This unit of competency (UoC) is applicable in the hairdressing industry. It involves critical analysis, evaluation, judgement and planning. Practitioner should be able to formulate effective customer service management strategies according to the corporate mission and objectives, so as to suit the customer needs, to enhance corporate brand image, profits and business development.
Level	6
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of customer service management <ul style="list-style-type: none"> • Understand the importance of formulating customer service management strategies • Understand customer service management theories <ul style="list-style-type: none"> • Total customer service package and service delivery package • Concept of service market e.g. market opportunity • Strategies of service operation e.g. resources allocation analysis • Identifying target customers • Customer service and communication management matrix • Service demand and supply strategy • Measurement of service quality 2. Formulate customer service management strategies <ul style="list-style-type: none"> • Apply customer service management knowledge to formulate effective customer service management strategies according to the corporate objectives <ul style="list-style-type: none"> • Formulate customer service management plans <ul style="list-style-type: none"> • Service management operation and process matrix • Content, package, quality and pricing of service • Customer service promotion strategy and communication matrix strategy • Electronic and internet service strategy • Formulate external and internal service management logic strategies to change the service culture of the organization <ul style="list-style-type: none"> • Strategies to change the organizational structure or system e.g. recruitment, training, reward and penalty, staff commitment, etc. • Master the scope of customer service audits e.g. customers, staff, the management, the public, etc. • Identify shortcomings of service according to the service quality benchmarks, formulate structural quality improvement strategies to put forward the customer service quality assurance • Formulate long-term customer service development and global customer service strategies, such as: <ul style="list-style-type: none"> • Expanding local customer service strategies <ul style="list-style-type: none"> • Single/diversified products strategy • Centralized or district diversification strategy • Franchise • Customer service strategy for Mainland China or overseas 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 • Ensure the organization's policies cater to the latest development of the industry

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Formulate effective customer service management strategies according to the corporate mission and objectives, so as to suit the customer needs; and• Formulate effective customer service management strategies to enhance corporate brand image, profits and business development, which benefits the development of the organization in the long run.
Remark	