

Specification of Competency Standards of the Beauty and Hairdressing Industry

Unit of Competency

Functional Area: Marketing & Customer Service

Title	Formulate Customer Relation Management Strategies
Code	105409L6
Range	This unit of competency (UoC) is applicable in the hairdressing industry. It involves critical analysis, evaluation, judgement and planning. Practitioners should be able to formulate effective customer relation management strategies applicable to the hairdressing industry, according to the corporate mission and objectives, so as to retain existing customers, attract new customers, and find potential customers to develop corporate business.
Level	6
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of customer relation management <ul style="list-style-type: none"> • Understand customer relation management theories <ul style="list-style-type: none"> • Market and customer orientation of the industry • Gains and purposes of customer relations, e.g. retaining and winning customers, customer profits, etc. • Characteristics of customer relations in the hairdressing industry • Understand customer relation management strategies for the hairdressing industry <ul style="list-style-type: none"> • Deal management strategy <ul style="list-style-type: none"> • Relation management strategy, such as: partnership, consultant, affiliation, functional relationship, etc. • Supplier and customer promotion • Understand the customer information system management strategy 2. Formulate customer relation management strategies <ul style="list-style-type: none"> • Formulate effective customer relation management strategies according to the corporate objectives <ul style="list-style-type: none"> • Formulate the customer relation management framework • Formulate methods, procedures and workflow of maintaining customer relation management, such as: customer screening criteria, ways to explore new customers, classification of customers, assessment and remedies for customer wastage, handling and follow-up procedures for customer complaints, etc. • Make use of the advantage in customer relation to create and maintain long-lasting customer relations in order to keep the market edge • Master the organizational revamping strategy for customer relations, including: study and strengthening of customer relations, market development, commitment and feedback to customer relations, remedies for customer relations, etc. • Apply customer information technology to implement customer relation strategies, e.g. formulation of system procedures, analysis of relation and business opportunities, commercial network, E-market promotion, development and upgrade of hardware 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
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Master the professional knowledge of customer relation management; and • Formulate effective customer relation management strategies according to the corporate objectives, and review and consolidate relevant information and data in order to make analysis, judgement and assessment, so as to enhance corporate image and business development, which benefits the development of the organization in the long run.
Remark	