

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Sales and Service Skills

Title	Perform word-of-mouth marketing for restaurants
Code	108508L3
Range	This unit of competency applies to all restaurant and catering practitioners involved with marketing. The most effective form of restaurant marketing is always going to be word of mouth (WOM) marketing where consumers tends to listen to reviews of friends or patrons who had firsthand experience of the restaurant (establishment) before becoming a customer. However, WOM need to be well managed. This UOC covers competency for performing WOM marketing using traditional or online methods.
Level	3
Credit	4
Competency	<p>Performance Requirements</p> <p>1. Knowledge for performing word of mouth marketing for restaurant</p> <ul style="list-style-type: none"> • Possess good people and project management skills • Possess good communication and interpersonal skills that can work and communicate with people of all levels • Possess in-depth knowledge of the potential effects (good and bad) WOM marketing • Possess good knowledge of different WOM platforms, For example: <ul style="list-style-type: none"> ○ Traditional/Interpersonal WOM <ul style="list-style-type: none"> ▪ Verbal opinion ▪ Media reviews ○ Online WON <ul style="list-style-type: none"> ▪ Social media ▪ Mobile Apps • Possess good WOM implementations skills, including: <ul style="list-style-type: none"> ○ Monitor and collecting customers perspectives ○ Coordinate social media WOM advertising • Possess good knowledge of the establishment's operational activities and marketing plans <p>2. Perform word-of-mouth marketing for restaurant:</p> <ul style="list-style-type: none"> • Understand the establishment's marketing plans and clarify objectives, resources, timeline with appropriate stakeholders • Identify the demographics of restaurants target customers which WOM need to reach and track, such as: <ul style="list-style-type: none"> ○ Local based, Mainland china, or both ○ Age group ○ Customer type • Identify customer's perspective of the establishment perspective through different WOM method or platforms. Including: <ul style="list-style-type: none"> ○ Talking with customers ○ Perform surveys (online and offline) • Identify the best WOM to reach the establishments' customers, Such as: <ul style="list-style-type: none"> ○ On premise interaction with customers ○ Traditional media (newspaper, magazine) ○ Social media, email, websites, etc. ○ Mobile Apps • Setup WOM channels corresponding with the establishment's marketing and promotion events, for example:

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	<ul style="list-style-type: none"> ○ Ask customers give review food on social media and get a “next visit” vouchers ○ Invite traditional media to join special demonstration or food tasting of the establishment’s signature dishes ● Develop procedures and perform training to staff on handling and performing WOM marketing ● Monitor and formulate reports of WOM activities by collecting customers’ comments, complaints, and viewpoints related to the establishment, using online tools (social media, email, website, or verbal communication). ● Regularly review WOM reports with stakeholder to enhance the establishment product and services and adjust WOM marketing techniques, if needed <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> ● Ensure WOM activities are performed that can generate positive impressions from customers
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ● Fully grasp the marketing plan, requirements, targets and goals of the WOM marketing for the establishment ● Identify the right WOM tools that can monitor and collect customer/public perspectives (comments, reviews, likes/dislike, etc.) on establishment ● Develop procedures and trainings for staff on performing WOM activities that can generate and increase the brand name rating of the establishment, which ultimately lead to increase on customer patron and revenue
Remark	<p>1. For competency related to social media strategy and implementation please refer to ICT SCS – Digital Media Technology branch</p>