

**Specification of Competency Standards**  
**for the Catering Industry**  
**Unit of Competency**

Functional Area - Sales and Service Skills

Title	Develop customers retention strategy
Code	108520L5
Range	This unit of competency applies to all restaurant and catering practitioners who are involved with formulating marketing/business strategies. The ultimate goal for restaurants is to provide the customer's experience with the restaurant as unique one that keeps them coming back. That's easy to say than done when competition is fierce and customer are spoilt with choice. A good customer retention is needed to
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge for developing customer retention strategy</p> <ul style="list-style-type: none"> <li>• Possess good business and people management skills</li> <li>• Possess in-depth knowledge of different customer retention methods, such as: <ul style="list-style-type: none"> <li>○ reward a customer for remaining in a relationship</li> <li>○ penalizing their exit from a relationship</li> </ul> </li> <li>• Possess excellent customer relationship management (CRM) knowledge and skills</li> <li>• Possess good analytic skills and proficient with various techniques and methodologies, such as: SWOT, PRESTEL, etc.</li> <li>• Possess good knowledge customer retention rate calculation techniques</li> <li>• Possess good knowledge of the establishment's marketing/business objectives and goals</li> </ul> <p>2. Develop customer retention strategy:</p> <ul style="list-style-type: none"> <li>• Review and analyses the current customer retention rate with senior management or stakeholder</li> <li>• Analyze various operational factor that contribute customer retention issues, such as: <ul style="list-style-type: none"> <li>○ Menu items not meeting customer need</li> <li>○ Venue hygiene</li> <li>○ Server interactions</li> <li>○ Marketing and promotions failures</li> <li>○ Inability to listen to customers</li> </ul> </li> <li>• Evaluate various possible customer retention methods, such as: <ul style="list-style-type: none"> <li>○ Build better relationship, create trusts and bond with customers <ul style="list-style-type: none"> <li>▪ Listen to their comments, feedbacks and complaints and respond on time</li> <li>▪ Use unbiased customer reviews and testimonials to improve menus, services, venues, etc.</li> </ul> </li> <li>○ Improve KPI in customer service</li> <li>○ Create a community and customer advocacy program, such as support local football team, seasonal events, dragon boat festival events, etc.</li> <li>○ Hold food/cooking demonstration and educational events which additional promotes the restaurant's brand</li> <li>○ Use automation to re-engage customers such as: <ul style="list-style-type: none"> <li>▪ CRM tools</li> <li>▪ Email promotional tools</li> <li>▪ Customer profiling</li> <li>▪ Send auto invitation to customers on special anniversaries</li> </ul> </li> </ul> </li> <li>• Formulate implementation plan, procedures and training schedules</li> </ul>

**Specification of Competency Standards**  
**for the Catering Industry**  
**Unit of Competency**

Functional Area - Sales and Service Skills

	<ul style="list-style-type: none"> <li>• Identify tools that can monitor and measure customer retention strategy implementations</li> <li>• Document, and present the selected customer retention strategy, with costings, to senior manager or stakeholders to seek implementation approval</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Look after the interest of the establishment and ensure the reputation is well protected</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Review the customer retention issues and agreed with all stakeholders that new customer retention policy needed to be created and implemented</li> <li>• Evaluate and identified the most suitable customer retention methods that can retain and increase customer retention rate for the restaurant/establishment</li> <li>• Present the customer retention strategy to senior management/stakeholders and succeeded acquired approval for implementation of the customer retention strategy</li> </ul>
Remark	