

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Professional Skills for the Table Service Section

Title	Know about the basic customer communication skills
Code	109627L1
Range	This unit of competency is applicable to practitioners in the catering industry who are required to communicate with customers. This UoC is applicable to restaurants or relevant jobs, covering areas including catering services, take-out food, pan delivery, cashier, etc. Practitioners should know about the principles of basic communication, and receive customers and satisfy their needs by using basic communication skills.
Level	1
Credit	2
Competency	<p>Performance Requirements</p> <p>1. Knowledge of customer communication skills:</p> <ul style="list-style-type: none"> • Acquire the principles of basic communication, including: <ul style="list-style-type: none"> ○ Know about the formal and informal communication modes ○ Know about the interaction of interpersonal communication ○ Know about the communication processes, etc. • Understand communication barriers, including: <ul style="list-style-type: none"> ○ Know about the media elements of communication ○ Know about the origins of communication barriers ○ Understand the impact of communication barriers on communication, etc. • Acquire basic communication skills, including: <ul style="list-style-type: none"> ○ Understand and practice effective communication skills ○ Know about the elements of good communication, etc. • Acquire about the particularities of the jobs of catering practitioners and the importance of communication with customers <p>2. Know about basic customer communication skills:</p> <ul style="list-style-type: none"> • With the acquired knowledge, follow the instructions to carry out basic daily work in accordance with the service concepts and principles • Apply basic communication skills, including: <ul style="list-style-type: none"> ○ Conduct basic communication with customers ○ Through communication try to satisfy as much as possible guests needs • Assist the catering services section in providing services to customers and maintain good relationships <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Apply good customer communication skills to provide services to customers wholeheartedly
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Receive customers and try to satisfy their needs by using basic communication skills
Remark	