

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Professional Skills for the Table Service Section

Title	Display and perform communication skills with customers
Code	109636L3
Range	This unit of competency is applicable to practitioners of the catering services section in restaurants and establishments. While working in restaurants or relevant workplaces, practitioners should be able to conduct effective communication with customers to satisfy customer needs.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of communication skills with customers:</p> <ul style="list-style-type: none"> • Illustrate how to overcome communication barriers for effective communication, including: <ul style="list-style-type: none"> ○ Know about the factors that hinder effective communication and their impact on communication competency ○ Understand how to deal with or eliminate communication barriers ○ Know about the background of communication barriers, and the impact of inappropriate timing, behavior and environment ○ Know about the influences of personal background and knowledge on communication, etc. • Know how to satisfy the real needs of customers, such as: <ul style="list-style-type: none"> ○ Establish effective communication channels with customers ○ Conduct effective communication with the use of facial expressions, voices, eye contact and atmospheres ○ Know about the role and definition of customers ○ Apply effective listening skills • Possess good skills and etiquette to interact with people <p>2. Implement and apply effectively customer communication skills:</p> <ul style="list-style-type: none"> • Always interact with customers with the acquired knowledge and skills of communication • Apply customer communication skills in daily work to satisfy customer needs • Apply customer relationship management skills to satisfy the real needs of customers • Maintain good contact and communication with customers, and improve the overall work efficiency of the catering services section and enhance the image of the restaurant <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Always maintain a good attitude and appearance when communicating with customers, interacting with customers with the spirit to serve
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Overcome communication barriers to communicate with customers effectively and satisfy customer needs in daily work
Remark	