

**Specification of Competency Standards**  
**for the Elderly Care Service Industry**  
**Unit of Competency**

Functional Area - Management

Title	Formulate Policies on Client Service Management
Code	106194L5
Range	This unit of competency is applicable to employees in the elderly care service industry who are responsible for managing the services of the institution. This competency involves the ability of critical analysis, reorganization, assessment, and integration of information from various sources. Employees are required to formulate policies on client service management according to the services of institution; and enhance the image of institution, so as to promote the institution's service development and make it more competitive.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Relevant knowledge on client management policies</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> <li>• Understand the service of institution, including <ul style="list-style-type: none"> <li>○ Mission, objectives, core values and aims</li> <li>○ Service nature</li> <li>○ Details of various services and workflow</li> </ul> </li> <li>• Understand the institution's scope of review for client services, including services to elderlies, their carers and relatives, and staff</li> <li>• Understand the needs of the institution's clients</li> <li>• Understand the operational strategies of the institution</li> <li>• Understand the management theories of client service, for example, <ul style="list-style-type: none"> <li>○ Comprehensive, all-round client services</li> <li>○ Concept of service market</li> <li>○ Types and classifications of target clients</li> <li>○ Good communication skills</li> <li>○ Service demand and supply strategies</li> <li>○ Measurements of service quality.</li> </ul> </li> <li>• Understand the service levels of other institutions in the industry and the international standards</li> <li>• Understand the changes and trends in the market of the elderly care service industry</li> </ul> <p>2. Formulate client management policies</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> <li>• Formulate effective client management policies based on the services of the institution leveraging professional knowledge on client service management; ensure that the policies are feasible and in line with the service workflow and client needs</li> <li>• Compare with the service levels and standards of other institutions within the industry; adopt elements that are applicable and beneficial to the client management policies of the institution</li> <li>• Build channels to collect feedbacks from service users, for example, <ul style="list-style-type: none"> <li>○ Questionnaires</li> <li>○ focused groups</li> <li>○ Interviews with clients etc.</li> </ul> </li> <li>• Offer staff training regarding client management; ensure all staff understand and implement the relevant policies</li> <li>• Establish promotional means and channels to reach clients according to the changes and trends in the market of the elderly care service industry</li> </ul>

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	<ul style="list-style-type: none"><li>• Establish performance indicators for client service, in order to monitor and evaluate the effectiveness of client management policies</li></ul> <p>3. Exhibit professionalism</p> <p>Be able to</p> <ul style="list-style-type: none"><li>• Always put clients' interest in the first place; respect personal privacy</li><li>• Uphold fairness and objectivity when formulating client management policies</li></ul>
Assessment Criteria	<p>The integrated outcome requirements of this Unit of Competency are:</p> <ul style="list-style-type: none"><li>• Ability to integrate relevant information on client management and formulate client management policies that are effective and suitable for the services of the institution; and</li><li>• Ability to ensure that the policies formulated are suitable to the service workflow and the needs of the institution's clients.</li></ul>
Remark	