

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

Functional Area - Management

Title	Provide Quality Customer Service
Code	110847L3
Range	This Unit of Competency is applicable to practitioners who provide their services in the elderly care service industry. The application requires performing a broad range of tasks in familiar and some unfamiliar working environments, and its execution requires analytical skills. Practitioners should be able to provide high-quality customer service in daily work, according to the organization's management policies, in order to meet the customer's needs.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Relevant knowledge on quality customer service</p> <ul style="list-style-type: none"> • Understand the organization's management policies on customer service • Understand the organization's services, including: mission, purpose, philosophy and goals • Understand the organization's service content and procedures • Understand the organization's audit scope on customer service, such as: <ul style="list-style-type: none"> ○ Service target group: the elderly persons, carers, family members, staff, etc. ○ Service provision: procedures, effectiveness, suitability, etc. ○ Service unit environment: safety, hygiene, comfort, privacy protection, etc. • Understand the methods to specify the needs of the organization's customers, such as: <ul style="list-style-type: none"> ○ Provided service/activity types, suitability, quality, charges, etc. ○ Level of service/activity provided by staff ○ Needs of the service unit's environment, etc. • Understand the organization's operation strategy • Understand the methods to utilize the skills needed to provide quality customer service, such as: <ul style="list-style-type: none"> ○ Discipline and codes of practice ○ Good communication skills ○ Good personal image ○ Good attitudes ○ Understand the psychology of customers, etc. <p>2. Provide quality customer service</p> <ul style="list-style-type: none"> • Provide high customer service in daily work according to the organization's management policies • Provide service/activities, such as: <ul style="list-style-type: none"> ○ Diverse and innovative services/activities for customers to select their own projects ○ Provide appropriate and timely services/activities, such as: provide projects that cater to the changes in the society; decorating the environment based on festivals and providing related activities, etc. ○ Provide assistance when necessary to ensure clear activity registration, service application, payment instructions and procedures ○ Reasonable charges, protect the customer's interests, and with their consent, provide corresponding assistance according to their economic conditions, (such as: sponsored activities), etc. • Environmental aspects of the service unit, such as:

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	<ul style="list-style-type: none"> ○ Provide safe, hygienic and comfortable environments according to the organization's guidelines on service quality standards, so that the customers can enjoy the services ○ Provide privacy protection according to the organization's guidelines on service quality standards, such as: use a private space for interviews, etc. ● The staff's service/activity quality, such as: <ul style="list-style-type: none"> ○ Utilize good communication skills with the customers ○ Maintain good attitudes ○ Patiently listen to the customer's opinions or queries, and provide appropriate and immediate responses ○ Actively provide assistance, etc. ● Maintain clean and tidy personal appearances, in order to create good personal images ● Actively contact customers, collect their opinions on the services, and reflect them to the senior ● When encountering uncooperative or conflicting customers; remain patient, restrain personal emotions, and report the situation to the senior as needed <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> ● Respect personal privacy and manage the customer's personal data carefully ● Prioritize customers, establish and maintain high-quality customer services with sincere attitudes and good interpersonal communication skills ● Strictly comply with the organization's management policies on customer service
Assessment Criteria	<p>The integrated outcome requirements of this Unit of Competency are:</p> <ul style="list-style-type: none"> ● Able to provide high-quality customer services in daily work, according to the organization's management policies; and ● Able to prioritize customers, respond to their requests, collect their opinions on the services, and reflect them to the seniors.
Remark	