

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

Functional Area - Management

Title	Review and Improve Service Quality
Code	110849L5
Range	This Unit of Competency is applicable to practitioners who are responsible for managing the organization's services in the elderly care service industry. The application requires the demonstration of in-depth expertise or theoretical knowledge in a range of technical, professional or managerial working environments, and its execution requires careful thinking, critical analysis and decision-making skills. Practitioners should be able to collect information on the organization's service quality according to the service quality standards, review the service quality and conditions, identify areas of improvements, and develop targeted improvement measures to continuously improve the organization's service quality.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Relevant knowledge on reviewing and improving service quality</p> <ul style="list-style-type: none"> <li>• Understand the concepts and principles of service quality management, such as: <ul style="list-style-type: none"> <li>○ Quality Assurance</li> <li>○ Continuous Quality Improvement</li> <li>○ Total Quality Management, etc.</li> </ul> </li> <li>• Understand the methods to inspect the principles and importance of quality management, such as: <ul style="list-style-type: none"> <li>○ Prioritize customers</li> <li>○ Continuous improvement</li> <li>○ Full participation, etc.</li> </ul> </li> <li>• Understand the methods to integrate the organization's services, including: mission, purpose, philosophy and goals</li> <li>• Understand the methods to assess the organization's service content and processes</li> <li>• Understand the methods to assess the organization's service users, such as: the elderly persons, carers, family members, staff, etc.</li> <li>• Understand the methods to determine the service user's needs</li> <li>• Understand the methods to integrate the organization's operation strategies</li> <li>• Understand the methods to assess the organization's quality management policies</li> <li>• Understand the methods to assess the organization's various standards on service quality</li> <li>• Understand the importance of reviewing and improving service quality on the organization's development</li> <li>• Understand the factors that affect the organization's service quality</li> <li>• Understand the methods to handle reviews and improve service quality, such as: <ul style="list-style-type: none"> <li>○ Scope of review</li> <li>○ Review methods</li> <li>○ Review steps</li> <li>○ Follow-up and service improvement plans, etc.</li> </ul> </li> </ul> <p>2. Review and improve service quality</p> <ul style="list-style-type: none"> <li>• Assess the review areas of service quality according to the organization's policies on service quality standards, such as: <ul style="list-style-type: none"> <li>○ Service users</li> <li>○ Service provision</li> <li>○ Service unit environment</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li>○ Staff abilities and attitudes, etc.</li> <li>● Collect information related to the review of service quality from various units, such as: <ul style="list-style-type: none"> <li>○ Service performance records and related data</li> <li>○ Staff training and assessment records</li> <li>○ Service user's opinions and satisfaction levels with the service</li> <li>○ Results with internal and external audits, etc.</li> </ul> </li> <li>● Analyze the collected data on service quality, according to the organization's various service quality standards, to ensure the service quality meets the standard levels</li> <li>● Collect service user's opinions on service quality using different methods, such as: <ul style="list-style-type: none"> <li>○ Establish focus groups</li> <li>○ Conduct regular surveys on service user satisfaction</li> <li>○ Arrange meetings with the service users to understand their needs and opinions</li> <li>○ Set up a suggestion box and place it in a conspicuous location within the unit</li> <li>○ Ensure that there is a comment section for the organization's notices, etc.</li> </ul> </li> <li>● Consult staff of different units, ranks/positions and services to understand operational problems and collect improvement suggestions</li> <li>● Integrate all data on the review of service quality, identify areas of improvements, investigate for the factors that affect the organization's service quality, and determine the priority of improvement actions</li> <li>● Develop specific and feasible improvement measures according to the suggestions and their priorities, and report to the managerial committee accordingly</li> <li>● Appropriately and systematically document the information on the review and improvement of service quality</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>● Analyze the information related to the review and improvement of service quality with fair and objective standards</li> <li>● Understand the importance and impact of the continuous improvement of service quality on the organization's development</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this Unit of Competency are:</p> <ul style="list-style-type: none"> <li>● Able to collect, analyze and compare the relevant information according to the organization's service standards, in order to ensure the service quality meets the standard levels;</li> <li>● Able to review the service quality and conditions, identify areas of improvements, determine the priority of improvement actions, and develop targeted improvement measures; and</li> <li>● Able to report to the managerial committee the identified improvement areas and measures, appropriately and systematically document the information on the review and improvement of service quality.</li> </ul>
Remark	