

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

Functional Area - Management

Title	Handle Service User Complaints Comprehensively
Code	110850L5
Range	This Unit of Competency is applicable to practitioners who are responsible for management work 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 understand the main points of the service user's complaints, analyze the essence of the problem, utilize appropriate targeted methods to deal with their complaints, according to the organization's procedures and guidelines on handling complaints, in order to avoid negative impacts on the organization.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Relevant knowledge on comprehensively handle service user complaints</p> <ul style="list-style-type: none"> • Understand the organization's procedures and guidelines on handling service user complaints, such as: <ul style="list-style-type: none"> ○ Time limit for response actions after receiving complaints ○ Reporting mechanism to the senior/supervisor ○ Guidelines for responding to complaints, etc. • Understand the organization's services and related information, such as: <ul style="list-style-type: none"> ○ Mission, purpose, philosophy and goals ○ Service content and procedures ○ Utilization of service and resource, etc. • Understand the professional attitudes when handling and facing with service user complaints such as: <ul style="list-style-type: none"> ○ Remain unbiased and unjudgemental ○ Show sympathy and empathy ○ Maintain patience and understand methods to console ○ Maintain positive attitudes ○ Be serious, and show sincerity, etc. • Understand the introduction of customer service management • Understand the nature and responsibilities of other staff of different ranks/positions • Understand the skills of identifying the essence of the problems and resolving problems and conflicts • Understand the skills to accurately document the content of complaints and the handling process <p>2. Handle service user complaints comprehensively</p> <ul style="list-style-type: none"> • Interview the service user within the specified time limit after receiving their complaint, according to the organization's procedures and guidelines • Handle complaints according to the organization's procedures, such as: <ul style="list-style-type: none"> ○ Listen carefully to the service user's description and details of their complaints, in order to understand their purpose and true intentions, such as: <ul style="list-style-type: none"> ▪ They just want to vent their dissatisfaction ▪ They need the organization to meet their service needs ▪ They are dissatisfied with the organization's policies and guidelines, and request improvement and revision of the system, etc.

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	<ul style="list-style-type: none"> ○ Analyze the details and reasons of their complaints, such as: time, place, staff/policies/services involved ○ Reiterate and clarify the content and purpose of the service user's complaint, in order to show understanding of their complaint ○ Actively ask questions relevant to the complaints and the personal information of service users, record the information to show that the staff respect and handle their complaints seriously ○ Show concern for the service user and understand their negative emotions caused by dissatisfaction ○ Guide the service user and staff to express their suggestions and opinions on the complaint ○ Explain to the service users that the organization will handle all complaints seriously, and execute improvement strategies as needed ○ Express gratitude to the service user for their valuable advice, so that the organization could make greater progress ● Document the entire complaint handling process on the organization's established forms, for future follow-up purposes, such as: <ul style="list-style-type: none"> ○ Main points of the conversation with service users ○ Handling actions performed ○ Improvement suggestions, etc. ● Submit relevant forms to the senior/supervisor, report on the complaint handling progress, so that the supervisor could arrange specified staff for handling the complaint and provide relevant suggestions ● In response to the content of the service user's complaint; the unit supervisor decides the need of convening a complaint management team ● Provide the complaining service user with the complaint management team's improvement suggestions as soon as possible ● Improvement actions regarding complaints will be distributed to other service users using different methods, according to the practice manual of relevant service quality indicators, such as: <ul style="list-style-type: none"> ○ Service/activity groups ○ Unit's publications ○ Unit's notice boards, etc. ● If the service user is still dissatisfied with the organization's response; refer the incident to be handled by the management/committee, according to relevant procedures ● Compile comprehensive reports, record entire workflow of receiving and handling complaints, the organization's replies, service user's responses, and final handling methods, etc., and preserve the records appropriately <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> ● Ensure that service user complaints are handled professionally and comprehensively ● Able to care about service users and reduce their negative emotions ● Protect the service user's confidentiality ● Regard complaints as good opportunities to review services and improve management
Assessment Criteria	<p>The integrated outcome requirements of this Unit of Competency are:</p> <ul style="list-style-type: none"> ● Able to appropriately handle service user complaints according to the organization's guidelines; and ● Able to review the content of the complaints, in order to improve service quality and prevent the recurrence of similar incidents.
Remark	