

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

Functional Area - Management

Title	Evaluate and Improve Service Quality
Code	106190L5
Range	The unit of competency is applicable to employees in the elderly care service industry who are responsible for managing the institution's services. This competency involves the ability of critical analysis, reinstitution, assessment, and integration of information from various sources. Employees are required to collect relevant information regarding the service quality according to the standards set by the institution; evaluate the service quality and status of service provision; identify any room for improvement, and formulate improvement measures that addresses the weaknesses, so that the institution can achieve continuous improvement of the service quality.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Relevant knowledge on evaluating and improving service quality</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • Understand the concept and principles of service quality management, for example, <ul style="list-style-type: none"> ○ Total Quality Management ○ Continuous Quality Improvement ○ Six Sigma ○ Quality Assurance etc. • Understand the principles and importance of quality management, for example, <ul style="list-style-type: none"> ○ Customer-oriented ○ Continuous improvement ○ participation of all staff • Understand the services of institution, including mission, objectives, core values and aims • Understand details of various services and workflow of the institution • Understand who the service users are, including elderlies, their carers and families, and staff • Understand the needs of service users • Understand the operational strategy of institution • Understand the quality management policy of the institution • Understand the various service quality standards set by institution • Understand the importance of evaluating and improving service quality to the development of the institution • Understand the factors affecting the service quality of the institution <p>2. Evaluate and improve service quality</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • Collect information relevant to service quality through various channels, for example <ul style="list-style-type: none"> ○ Data submitted by each service unit and service performance records ○ Staff training and assessment records, and level of satisfaction and opinions of the service users towards the services ○ Internal and external assessment results (results of external and internal audits) • Analyse the data collected regarding service quality; according to the various service quality standards set by the institution, evaluate whether the service quality has reached the standards

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	<ul style="list-style-type: none"> • Recruit focused group, conduct research on the level of satisfaction among service users; or arrange meetings with service users in order to understand their needs, and their opinions towards the service • Consult with various units and staff in various job positions to understand the problems they encounter when performing their tasks; collect their suggestions for improvements • Consolidate the comments and critiques related to service quality from different angles, identify any room for improvement, investigate the factors affecting the service quality, and set an order of priority to take actions for improvement • According to the weaknesses in the service and their position in the order of priority, formulate concrete and feasible improvement measures and report to the management • Document properly and systematically the information relevant to the evaluation and improvement of service quality <p>3. Exhibit professionalism</p> <p>Be able to</p> <ul style="list-style-type: none"> • Adhere to fair and objective standards when analysing relevant information about service quality • Understand the importance of continuous improvement of service quality to the development of the institution
Assessment Criteria	<p>The integrated outcome requirements of this Unit of Competency are:</p> <ul style="list-style-type: none"> • Ability to collect relevant information according to the service standards set by the institution; analyse, compare, and evaluate whether the service quality has reached the standards; • Ability to evaluate the service quality and status of service provision; identify any room for improvement; set an order of priority for improvement actions, and formulate measures that addresses those weaknesses; and • Ability to report to the management the weaknesses in service quality and respective measures to improve them; document properly and systematically the information relevant to the evaluation and improvement of service quality.
Remark	