Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Merchandising & Material Procurement

Title	Review clients' feedback
Code	108158L5
Description	Review feedback from clients and make recommendations for improvement in a fashion business. This applies to individuals who are required to review all clients' feedback over a period of time and make recommendations for improvement.
Level	5
Credit	3
Competency	Performance Requirements 1. Knowledge in the subject area Be able to • review the purposes of reviewing clients' feedback • identify the organisational policy and procedures for reviewing clients' feedback • identify the feedback to reveal both client satisfaction and business performance • apply the specialised techniques for planning and conducting the client feedback review 2. Application and process Be able to • collect clients' feedback and responses from various sources (e.g. client satisfaction survey, records of informal meetings) • identify the purposes and objectives of the client feedback review • analyse and categorise clients' feedback according to the intended purposes (e.g. determine clients' satisfaction, clients' preferences, product / service performance) • report and communicate the results to related parties • consult related parties to make recommendations for improvement (e.g. in client relationship) 3. Exhibit professionalism Be able to • systematically analyse clients' feedback for meaningful results that can inform business performance or identify areas for improvement • engage staff of various departments in the review exercise so as to enhance their understanding of their clients and receive their commitments to facilitate further improvement in client relationships
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to accomplish: • Development of a review report analysing clients' feedback of different types, informing the business performance and clients' satisfaction level, and recommending measures for improvement.
Remark	