

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Merchandising & Material Procurement

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| Title | Collect clients' feedback |
| Code | 110227L3 |
| Range | Plan and collect feedback from the clients on fashion products and services offered by a fashion business. This applies to individuals who are required to develop and implement plans of client feedback collection to determine their level of satisfaction. |
| Level | 3 |
| Credit | 2 |
| Competency | <p>Performance Requirements</p> <p>1. Knowledge in the subject area</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • understand the objectives of collecting client's feedback • understand the collection of client feedback as a part of the customer research • state the methods of collecting clients' feedback (including formal and informal) • employ communication skills for collecting feedback <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • identify client feedback collection as a part of the customer research and follow the customer research plan and approach • identify the types of information to collect (e.g. client satisfaction, buying behaviour) and the collection methods (e.g. telephone survey, informal meeting) • conduct the questionnaire survey and comply with administration procedures in accordance with the feedback collection plan when required • collaborate with related personnel to collect clients' feedback • maintain accurate and up-to-date contact details of clients and proper records of their feedback in required format <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • use appropriate questioning and listening techniques to collect clients' feedback • keep close contact with the clients in the course of the various communications |
| Assessment Criteria | <p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Collecting and recording clients' feedback accurately and in the required format |
| Remark | |