

Functional Area: Customer Relationship Management (Execution & Implementation)

1. Title	Develop policies, procedures, processes and preventive measures to handle customer mis-service recovery	
2. Code	ITCSCR513A	
3. Range	This UoC applies to all considerations and arrangements in developing specific policies, procedures and preventive measures to handle problems arise from customer mis-service. The main focus is to eliminate the harmful effects thus incurred and recover customer relationship back to normal.	
4. Level	5	
5. Credit	3	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Develop policies, procedures, processes and preventive measures to handle customer mis-service recovery</p>	<p><u>Performance Requirement</u> Exhibit the ability to:</p> <ul style="list-style-type: none"> ● Recognise the fact that errors and mistakes are unavoidable when dealing with customers and these mis-services may have harmful effects to customer relationship ● Fully understand that the customer mis-service rate can be kept at a minimum if proper preventive measures have been planned and implemented beforehand ● Recognise that proper and timely handling of customer mis-services can reduce loss and may even create chances for strengthening customer relationship and sales opportunities ● Fully alert of the necessity in formulating concrete policies and guidelines for employees involved in customer contact to follow ● Understand the handling of customer mis-service recovery need the allowance of a certain degree of flexibility and autonomy for employees to accomplish ● Be aware of the fact that customers' perception towards mis-service recovery procedures are influenced by those adopted by own company's competitors <p>Be able to:</p> <ul style="list-style-type: none"> ● Clearly establish at the earliest stage a clear set of preventive measures to reduce the possibility of customer mis-services, and ensure all involved personnel understand and observe such measures ● Elaborate the details of such preventive measures in a careful and thoughtful manner, present them in plain language and list out items in logical sequence for easy understanding ● Develop a set of clear, concrete and comprehensive policies and guidelines for the handling of customer mis-services recovery, for example the compensation level that can be offered to customers ● Set up measures to ensure that all involved personnel fully understand and adhere to the established set of mis-service recovery guidelines ● Design with thorough consideration a set of alternative actions / measures that employees can follow / adopt in case flexible handling of customer mis-service cases is deemed necessary ● Establish proper escalation channels such that employees can refer special or difficult customer mis-service cases to senior management for further directions or assistance promptly ● Exploit every opportunity to turn the negative recovery cases to positive chances of strengthening customer relationship or creating new sales ● Closely monitor similar customer mis-service recovery actions adopted by competitors, and evaluate the necessity of changing / upgrading those of our own to attract customers

	<p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always ensure all related staff members / outsourcers contribute their greatest effort honesty while handling customer mis-service recovery tasks ● Always put the interests of customers in the highest priority ● Always handle all related issues in an objective but considerate manner
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. successfully launch a set of preventive measures that can reduce the occurrence of customer mis-services ii. successfully launch another set of polices / guidelines to smoothly handle customer mis-service cases actually occur iii. maintain and strengthen the relationship with customers after settlement of the mis-service cases
Remark	