Functional Area: Product & Service Life Cycle (Operation / Support)

1.	Title	Supervise customers hotline services
2.	Code	ITCSPL308A
3.	Range	This UoC applies to all detailed tasks and requirements relating to the setup, operation and handling of the customer hotline services. Hotline can be considered a fundamental means to maintain customer relationship, but at the same time a significantly important determinant on the success / failure of the product or even the company.
4.	Level	3
5.	Credit	2
6.	Competency	6.1 Possess the knowledge in the subject area Performance Requirement • Understand the fundamental necessity in establishing and maintaining an effective and user-friendly customer hotline services • Understand the existence of such a common service in all competing organizations and that a poorly performing hotline services can be fatal • Understand hotline services is likely the first contact point, and it is very important in establishing a good first impression for customers (especially new customers) • Be aware of the unique demand for human resources in order to establish and maintain a good customer hotline services, and that training in soft skill is mandatory • Be aware of the different alternatives in establishing customer hotline services, including the outsourcing of part of the job steps 6.2 Supervise customers hotline services Be able to: • Maintain good quality of the existing customer hotline service, and always put customer services as the first priority task in mind • Request appropriate resources, especially human resources for this unique service, which some customers solely rely on for communicating with the company • Demonstrate appropriate knowledge about the product / service in concern, and follow pre-arranged escalation path to handle more technical or in-depth customer questions • In case of outsourcing part of the hotline services, take effective measures to ensure that outsourcers attain the performance of own staff members • Work towards an optimal balance between customer satisfaction and resources input, such as whether to employ the auto-answering mechanism • Conduct measures to ensure the customer hotline services operate as expected, such as dialogue recording • Communicate periodically with related staff members to solicit useful information to fine tune the service • Communicate periodically with customers to gather their suggestions for further improving the customer hotline services 6.3 Exhibit professionalism • Always target for an appropriate balance among the interests of customers, own staff members and the company • Always work with full capacity and ability to ensure the successful operation of the customer hotline service • Always work according to established procedures and guidelines
7.	Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: i. maintain a satisfactory customer hotline services (with established measurements say the number of monthly complaints) ii. build in a monitoring mechanism for the hotline services and be able to take remedy actions promptly
	Remark	