

Unit of Competency

Functional Area: Sales and Merchandising

Title	Provide customer service
Code	105198L3
Range	This unit of competency is applicable to practitioners in the import and export industry to provide service to customers and monitor customer satisfaction.
Level	3
Credit	2 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Possess and apply knowledge of customer service skills <ul style="list-style-type: none"> • Describe important element of customer services, e.g., timeliness, appearance, courtesy, quality, efficiency, and problem-solving • Describe the principles for effective customer service, i.e., responsive, reliable, and respectful • Examine the main benefits of improving customer service, i.e., retention, related sales, and referrals • Use appropriate approach to evaluate customer satisfaction 2.1. Deal with customer inquiries <ul style="list-style-type: none"> • Use appropriate customer service skill to handle customer inquiries • Identify the customer's needs or concerns • Record and report customer inquiries in accordance with workplace procedures 2.2. Receive feedback from customers <ul style="list-style-type: none"> • Receive feedback from customers • Record and update customer requirements • Manage records of customer inquiries and monitor customer satisfaction 2.3. Monitor customer satisfaction <ul style="list-style-type: none"> • Determine key performance indicator(s) • Collect information and evaluate the level customer satisfaction 3. Provide service to meet customer requirements <ul style="list-style-type: none"> • Collect relevant information, e.g., feedback from customers, and record of customer requirements • Identify and assess the requirements of customers • Provide quality service to meet customer requirements
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of dealing with customers in the import and export industry • Capable of monitoring customer satisfaction in the import and export industry • Capable of analysing their requirements in the import and export industry
Remark	