

Unit of Competency

Functional Area: Sales and Merchandising

Title	Handle complaints on product and service quality
Code	105251L4
Range	This unit of competency is applicable to practitioners in the import and export industry to handle customer complaints on products quality, and take actions to retain customers.
Level	4
Credit	3 (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"> • Employ appropriate customer service skills to handle customer complaints • Apply relevant approach to evaluate customer feedback and customer behaviour 2.1. Handle customer complaints on product quality <ul style="list-style-type: none"> • Classify customer complaints and refer the cases to the relevant personnel to follow up • Investigate customer complaints on product or service quality • Take appropriate actions to settle customer complaints 2.2. Analyse customer complaints and feedback <ul style="list-style-type: none"> • Analyse the cases referred by staff regarding customer complaints on the quality of products or services • Identify the causes for customer complaints and solve the problem • Analyse degree of customer satisfaction by using appropriate techniques • Record customer complaints and degree of customer satisfaction for further improvement of the customer service • Use such tools as predictive models to calculate customer transactions for evaluating the risk or opportunity 3. Take preventive actions to enhance service quality <ul style="list-style-type: none"> • Assess specific behaviour of customers through frequent examination of customer spending, service usage, or service performance • Detect silent attrition, i.e., customers slowly but steadily reduce purchase of products • Take proactive actions to retain customers
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of handling customer complaints on product quality in the import and export industry • Capable of analysing customer complaints • Capable of taking prevention actions to retain customers
Remark	