

Unit of Competency

Functional Area: Sales and Merchandising

Title	Review quality of customer service
Code	105252L4
Range	This unit of competency is applicable to practitioners in the import and export industry to monitor and review the performance of customer service.
Level	4
Credit	5 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Possess and apply knowledge of customer service management <ul style="list-style-type: none"> • Apply principles of customer services management(e.g., value-added services, degree of customer satisfaction, performance measurement of customer service) to review customer service quality • Evaluate the respective rules or codes of practice in the import and export industry, e.g., rules on discipline, and services ethics 2.1. Formulate key performance indicators to measure performance <ul style="list-style-type: none"> • Formulate key performance indicators to monitor the performance of customer service from the perspective of service quality, customer service processes, and procedures • Establish appropriate mechanism to analyse relevant information and measure performance of customer services 2.2. Collect data on performance indicators <ul style="list-style-type: none"> • Identify the required data to evaluate the quality of customer services • Collect data to calculate key performance indicators • Report the customer service performance 2.3. Evaluate the performance of customer service <ul style="list-style-type: none"> • Evaluate the performance of customer service • Compare the service standards and performance with competitors in the import and export industry 3. Review key performance indicators for continuous improvement <ul style="list-style-type: none"> • Review key performance indicators and make adjustment for further improvement of quality of customer service • Review performance of individual staff members and recommend rewards or penalties
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of formulating key performance indicators to measure performance in the import and export industry • Capable of collecting data to evaluate performance of customer service • Capable of reviewing key performance indicators for further improvement
Remark	