

**Specification of Competency Standards**  
**for the Import and Export Industry**  
**Unit of Competency**

Functional Area - Digital Marketing

Title	Manage online customer complaints
Code	110958L3
Range	This unit of competency is applicable to practitioners in import & export industry who are responsible for digital marketing and handling customer complaints.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Possess customer relationship management concepts</p> <ul style="list-style-type: none"> <li>• Understand the basic principles of enterprise responding to customer relationships</li> <li>• Understand the basic rules for handling complaints</li> <li>• Understand various techniques for handling complaints</li> <li>• Understand the policies of the enterprise for handling complaints</li> </ul> <p>2. Handle customer complaints</p> <ul style="list-style-type: none"> <li>• Organise the content of the complaint</li> <li>• Handle and follow up on complaints according to the established policies of the enterprise, and provide solutions</li> <li>• Record and retain the content of the complaint</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Apply communication skills to maintain customer relationships</li> <li>• Balance the interests between the enterprise and the customers when handling customer complaints</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable of applying the principles and basic methods for handling complaints</li> <li>• Capable of handling and follow up on complaints according to the established policies of the enterprise</li> </ul>
Remark	This UoC is adopted from the Retail Industry UoC 107183L3