

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

Functional Area - Digital Marketing

Title	Conduct surveys for online customer satisfaction
Code	110959L3
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for digital marketing and who need to conduct online customer satisfaction surveys.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Possess customer relationship management concepts</p> <ul style="list-style-type: none"> • Understand the enterprise's e-commerce and digital marketing strategies • Understand the key satisfaction indicators of market customers <p>2. Conduct customer satisfaction surveys</p> <ul style="list-style-type: none"> • Select suitable survey tools according to survey needs • Establish the content of the customer satisfaction survey • Collect and process customer survey results to assist the enterprise in analysing and evaluating them • Tabulate customer satisfaction data <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Collect customer opinions on products and services and conduct reviews to improve customer satisfaction, while safeguarding customer privacy
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable of collecting customer survey results and tabulate customer satisfaction data to review the quality of products and services
Remark	This UoC is adopted from the Retail Industry UoC 107184L3