

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Sales

Title	Receive customers
Code	108818L1
Range	This unit of competency is applicable to practitioners with job duties related to customer service or sales in the retail and marketing of jewellery. Practitioners should be capable of employing simple communication skills to receive customers according to the established procedures and standards of the organization, and understanding customers' requirements to facilitate transactions.
Level	1
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Know about the basic knowledge of receiving customers</p> <ul style="list-style-type: none"> • Know about the basic knowledge of receiving customers, including: <ul style="list-style-type: none"> ○ The requirements and standards of the organization on personal grooming ○ The procedures and standards of the organization on receiving customers ○ Oral communication and interpersonal skills • Know about the psychological conditions of customers and their needs on jewellery products, including: <ul style="list-style-type: none"> ○ Understand customers' preferences and needs on jewellery products through communication and observation ○ Understand the range of jewellery products/after-sales services provided by the organization ○ Understand the characteristics of various types of customers • Understand that a good attitude is required when receiving customers, including: <ul style="list-style-type: none"> ○ Courtesy ○ Meticulousness ○ Patience ○ Willingness to listen ○ Sincerity <p>2. Receive customers</p> <ul style="list-style-type: none"> • Make sure one's personal grooming meets the established procedures of the organization • Serve customers and introduce oneself according to the established procedures of the organization • Employ effective communication skills, such as asking customers effective questions with the use of open questions and direct questions • Respond professionally and politely to customer enquiries, and provide useful product information to customers • Receive customers with the correct attitude, for example, provide services to customers in a friendly manner, thus giving them a good impression. Correct attitude of customer service include: <ul style="list-style-type: none"> ○ Courtesy ○ Attentiveness ○ Respect ○ Enthusiasm • Maintain the image of the organization when receiving customers • Maintain the relationship with customers and be able to collect their contact information according to the established procedures of the organization

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	<p>3. Professionalism</p> <ul style="list-style-type: none">• Employ interpersonal communication skills to build and maintain quality customer service relationships• Maintain the image of the organization when receiving customers according to the requirements of the organization• Possess a customer-centric service attitude
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none">• Able to employ simple communication skills to receive customers and handle customer enquiries politely and sincerely, so as to facilitate transactions and maintain the image of the organization; and• Able to collect customers' contact information according to the policies and procedures of the organization.
Remark	