

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Sales

Title	Handle customers' general complaints
Code	108822L2
Range	This unit of competency is applicable to practitioners responsible for duties related to customer service in the jewellery industry. Practitioners should have judgment and response capability. Under supervision, they should be capable of handling customers' general complaints effectively with the use of related techniques and procedures in accordance with the established procedures and guidelines of the organization, as well as carrying out follow-up work to ensure customer satisfaction.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Know about the procedures of the organization for handling customers' complaints</p> <ul style="list-style-type: none"> • Know about the established guidelines and procedures of the organization for handling customers' complaints: <ul style="list-style-type: none"> ○ Understand quality customer service ○ Understand the nature and causes of complaints ○ The people authorized by the organization to settle customers' complaints and their authority ○ The established procedures of the organization for settling complaints ○ Procedures for referral of complaints ○ Procedures for recording the steps and actions taken when settling complaints • Understand the jewellery products and services of the organization • Understand the regulations related to the retail industry, such as the interests of customers, consumer rights, etc. • Possess good interpersonal and communication skills • Understand the duties and responsibilities of the job <p>2. Handle general customers' complaints</p> <ul style="list-style-type: none"> • Capable of identifying, investigating and verifying the nature and causes of complaints according to the established procedures of the organization, including: <ul style="list-style-type: none"> ○ Complaints on services or products ○ The time of the situation or incident ○ The location of the situation or incident ○ The staff contacted at that time ○ Other detailed information concerning the situation or incident • Capable of determining the appropriate measures to settle the incident in accordance with the organization's policy, guidelines, rules, procedures and other relevant factors for consideration • Capable of referring the cases to the appropriate person to settle if the condition so warrants • Capable of making clear and accurate record of the steps and actions taken when settling the cases • Provide appropriate solutions, such as compensation and apologies • Ensure the customers are satisfied, such as follow up on the investigation progress and results • Based on the complaint records, implement improvement plans appropriately if necessary, and conduct regular reviews to avoid similar incidents from happening again

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	<p>3. Professionalism</p> <ul style="list-style-type: none">• Be polite, rational and empathetic, and able to listen carefully• Employ interpersonal communication skills to build and maintain quality customer service relationships• Take both the interests of the organization and the customers into account when dealing with customers' complaints, and strike a balance between the two
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none">• Able to understand thoroughly the techniques and procedures for handling customers' complaints; and• Effectively settle customers' general complaints under supervision according to the established guidelines of the organization.
Remark	