

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Sales

Title	Implement customer service management
Code	108835L4
Range	This unit of competency is applicable to practitioners responsible for customer service management in jewellery outlets. Practitioners should be capable of planning, analyzing and judging, and effectively implementing customer service management in accordance with the established customer service plan of the organization to provide quality customer service to enhance the image and retail business of the organization.
Level	4
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Understand the characteristics of customer service in the jewellery industry</p> <ul style="list-style-type: none"> • Understand the characteristics of customer service, such as: <ul style="list-style-type: none"> ○ Direct service (face to face encounter) <ul style="list-style-type: none"> ▪ Receive customers ▪ Handle customers' enquiry ▪ Marketing process ○ Indirect service <ul style="list-style-type: none"> ▪ It will affect customers' overall impression on the services provided ▪ The environment/location of the outlet ▪ The quality/price of goods • Understand customer service management in the jewellery industry <ul style="list-style-type: none"> ○ Customer expectation ○ Value-added services for customers ○ Customer service culture ○ Customer satisfaction • Understand the cycling system of customer service, including: <ul style="list-style-type: none"> ○ Customer satisfaction → high business turnover → high profits → high returns on the part of the employees → high satisfaction of the employees → better service provided by the employees • Know about the six major elements of good services, including: <ul style="list-style-type: none"> ○ Capability (effectiveness and efficiency) ○ Knowledge (can answer customers' questions and help them solve their difficulties) ○ Self-respect (enthusiasm and dedication to work) ○ Image (let customers know your attitude in serving customers) ○ Courtesy (smile and listen to/receive customers attentively) ○ Work harder (surpass customers' expectation) • Understand the rules in the jewellery industry which customer service staff must follow, such as: <ul style="list-style-type: none"> ○ Codes of conduct and service ○ Concept of service ethics <p>2. Implement customer service management</p> <ul style="list-style-type: none"> • Implement general customer service management in accordance with the standards and requirements on customer service of the organization, including: <ul style="list-style-type: none"> ○ Establish the scope, content and standards of customer service <ul style="list-style-type: none"> ▪ Develop a set of guidelines for salespersons

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	<ul style="list-style-type: none"> ▪ Develop service content, supporting services and quality customer service promotion strategies ▪ Provide standardized and consistent service to customers ▪ Ensure that staff understand the organization's requirements, so as to enhance their sense of satisfaction ○ Implement customer service management plan <ul style="list-style-type: none"> ▪ Customer service management operation ▪ Customer service process combination ▪ Customer service promotion and communication combination strategy ▪ Analysis and handling of customer complaints ▪ Electronic and web service strategy <ul style="list-style-type: none"> ▪ Website database ▪ Electronic customer service ▪ Customer profile and information management ▪ Manage employees' service attitude ○ Form a successful working team, including: <ul style="list-style-type: none"> ▪ Organize staff to become team members ▪ Appropriately assign team members to take up different positions ▪ Let staff give full play of their skills ▪ Establish mutual understanding and full co-operation within the team ○ Conduct regular reviews to rectify and improve the customer service management according to the assessment criteria of the organization <p>3. Professionalism</p> <ul style="list-style-type: none"> • Employ interpersonal communication skills to build and maintain quality customer service relationships • Ensure to take into account the interests of both the organization and the customers when implementing customer service management strategies
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to implement customer service management effectively according to the guidelines of the organization, such as to develop a set of standards for customer service and form a successful working team; and • Provide quality services to customers, so as to enhance the image and retail business of the organization.
Remark	