

**Specification of Competency Standards for the Jewellery Industry**  
**Unit of Competency**

1. Title	Receive customers
2. Code	JLZZSA106A
3. Range	This unit of competency is applicable in jewellery outlets. Practitioners should be capable to employ simple communication skills to receive customers according to the established procedure and standard of the organization, and can understand customers' requirement to facilitate transaction.
4. Level	1
5. Credit	6
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Know about the basic knowledge of receiving customers</p> <ul style="list-style-type: none"> <li>◆ Know about the basic knowledge of receiving customers, including: <ul style="list-style-type: none"> <li>• The procedure and standard of the organization on one's individual appearance</li> <li>• The procedure and standard of the organization on how to serve customers</li> <li>• Oral communication and interpersonal skills</li> </ul> </li> <li>◆ Know about the psychological condition of customers and their need for jewellery products, including: <ul style="list-style-type: none"> <li>• Understand customers' preference and needs for jewellery products by communication and observation</li> <li>• Understand the characteristics of different types of customers</li> </ul> </li> </ul> <p>6.2 Receive customers</p> <ul style="list-style-type: none"> <li>◆ Make sure one's individual appearance can meet the established procedure of the organization</li> <li>◆ Serve customers and introduce oneself according to the established procedure of the organization</li> </ul>

	<ul style="list-style-type: none"> <li>◆ Employ effective communication skills, such as: asking customers effective questions by the use of open questions and direct questions</li> <li>◆ Receive customers with correct attitude, such as: provide services to customers in a friendly manner, thus giving them a good impression. Correct attitude of customer services include: <ul style="list-style-type: none"> <li>• Courtesy</li> <li>• Attentiveness</li> <li>• Respect</li> <li>• Enthusiasm</li> </ul> </li> <li>◆ Maintain the image of the organization when receiving customers</li> <li>◆ Maintain relationship with customers and able to collect their contact information according to the established procedure of the organization</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>(i) Capable to understand customers' psychological condition and their need for jewellery products to facilitate transaction; and</li> <li>(ii) Capable to employ simple communication skills to receive customers according to the procedure and requirement of the organization and can maintain the image of the organization.</li> </ul>
8. Remarks	This unit of competency is applicable to general jewellery practitioners.