

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Implement customer service management
2. Code	JLZZSA404A
3. Range	This unit of competency is applicable in jewellery outlets. Practitioners should be capable to effectively implement customer service management to meet customers' requirements and enhance business, so as to promote the image of the company.
4. Level	4
5. Credit	9
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Know about customer service</p> <ul style="list-style-type: none"> ◆ Know about 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' total impression on the services provided ▸ The environment/location of the outlet ▸ The quality/price of goods ◆ 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 • Stock-taking procedure ◆ 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 /receive customers attentively) • Work harder (surpass customers' expectation) <p>6.2 Implement customer service management</p> <ul style="list-style-type: none"> ◆ Implement customer service management, including: <ul style="list-style-type: none"> • Manage staff's attitude towards customer service • Manage the shopping experience of customers ◆ Establish the standard of customer service, including: <ul style="list-style-type: none"> • Develop a set of guidelines for salespersons • Provide standardized and consistent service to customers • Ensure that staff understand the organization's requirement, so as to enhance their sense of satisfaction ◆ Form a successful working team, including: <ul style="list-style-type: none"> • Form 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 customer service
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<p>7. Assessment Criteria</p>	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to implement customer service management effectively, such as: develop a set of standard for customer service and form a successful working team; and (ii) Capable to provide quality service to customers, so as to enhance the image of the organization and business opportunity.
<p>8. Remarks</p>	<p>This unit of competency is applicable to the person-in-charge, manager and the staff responsible for inventory control in general jewellery outlets.</p>