

Specification of Competency Standards
for the Property Management Industry
Unit of Competency

Functional Area - Property Management Services for Owners, Tenants & the Community

Title	Devise the standard of quality management, plan on market analysis, benchmarking and analysis of customers' expectation
Code	110493L6
Range	Planning and analyzing quality management, applicable to planning of owners management services and continuous improvement of services by using market analysis, benchmarking and customer expectation analysis
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Integrate method of analysis and quality management</p> <ul style="list-style-type: none"> • Integrate market analysis, benchmarking and customer expectation analysis and other analytical methods • Integrate and plan as a whole the quality standards of the management services <p>2. Plan as a whole the market and customer analysis</p> <ul style="list-style-type: none"> • Be able to integrate property and market environment, plan as a whole and conduct market analysis, benchmarking, owner expectation analysis, etc., in order to integrate the service quality of the market and the expectations of customers, evaluate and analyse the current service gaps and determine the direction and room for improvement • Be able to conduct research or use relevant information to set the quality and standards of service for the property/organisation, understand the level of service and the level of satisfaction of the owners, and lead the team to promote the effectiveness of quality management continuously <p>3. Improve service quality</p> <ul style="list-style-type: none"> • Be able to integrate the information or data obtained from the analysis, to plan as a whole the direction and methods of improvement on service quality, including the improvement on service quality standards and substantive service levels, and making continuous evaluation and improvement of property and customer management services • Be able to assess and analyse quality standards, plan as a whole and revise policies or outsourced service level agreements for outsourcing contracts, and improve the service levels
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Be able to integrate various analytical methods such as market analysis, benchmarking and customer expectation analysis, integrate and plan as a whole the quality standards of management service; • Be able to integrate property and market conditions, plan as a whole and conduct various analytical research work, set service quality and standards with reference to results of research, and lead the team to promote the effectiveness of quality management continuously; and • Be able to integrate and analyse the information or data obtained, plan as a whole the direction and method of improvement on service quality, and make continuous evaluation and improvement of property and customer management services
Remark	