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

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

Title	Communicate with customers, carry out duties in customer services and community relations
Code	110511L2
Range	Works of customer Services and community relations, applicable to frontline staff in daily communication with customers and perform duties in customer services and community relations
Level	2
Credit	1
Competency	Performance Requirements 1. Understand general public relations and communication skills • Be able to understand general public relations and communication skills, including courtesy, body language, speaking skills and attitude, etc. • Be able to understand the community information of the property 2. Apply public relations and communication skills • Be able to apply public relation skills to receive customers quickly and enthusiastically • Be able to communicate with customers with care and respect, understand their questions or requests, respond and follow up appropriately • Be able to provide appropriate assistance to customers upon enquiries or complaints • Be able to answer queries from customers about community information, such as transportation or community facilities • Be able to seek assistance from colleagues or supervisors at the right time to resolve more difficult cases
Assessment Criteria	The integral outcome requirements of this UoC are: • Be able to understand general public relations and communication skills; and • Be able to apply public relations and communication skills effectively, communicate clearly with customers, understand customer problems or requirements, then provide appropriate response and assistance to customers.
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