

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

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

Title	Manage customer services, media and community relations
Code	110513L4
Range	Works of customer services and community relations, applicable to managing customer services, coordinating media and community relations
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Thoroughly understand customer service and community relation skills</p> <ul style="list-style-type: none"> <li>• Thoroughly understand the principles and success factors of customer service</li> <li>• Thoroughly understand media and community relationship management skills</li> </ul> <p>2. Manage works of customer services</p> <ul style="list-style-type: none"> <li>• Be able to apply the concept and principles of quality to motivate subordinates to provide quality customer services and increase customer satisfaction</li> <li>• Be able to empathize with the customer's mood and deal with the customer's problems, requests or complaints in an empathetic manner so as to build up trust of customer</li> <li>• Be able to comply with the company's performance pledge and meet the reasonable request of customers effectively</li> <li>• Be able to teach employees the skills of quality customer service and supervise the faithful implementation of subordinates</li> <li>• Be able to gather customer comments or expectations about the services and draft plans for improvement of services</li> <li>• Be able to collate and analyse various data and information, such as the number and types of complaints, then make analysis and recommendations on the service level or effectiveness after review</li> <li>• Be able to use various communication platforms or media channel, such as newsletter to residents and property websites, to publish property and community information to improve customer awareness and understanding of the services, and enhance interaction with customers</li> </ul> <p>3. Perform media and community relationship management</p> <ul style="list-style-type: none"> <li>• Be able to handle media enquiries or referred complaints skillfully in accordance with company guidelines</li> <li>• Be able to respond politely to media interviews about emergencies and maintain due order</li> <li>• Be able to assist in arranging media interviews or posting messages/responses to the media as directed by the company when necessary</li> <li>• Be able to liaise with local groups and increase residents' knowledge in community affairs</li> </ul>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Be able to understand thoroughly the principles and success factors of customer service, and skills of media and community relationship management;</li> <li>• Be able to understand thoroughly the requests and expectations of customers, and be able to teach and motivate staff to provide quality customer services, effectively meet the reasonable requests of customers, be able to integrate relevant information and data, and make suggestions for improvement or increase of services;</li> </ul>

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

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

	<ul style="list-style-type: none"><li>• Be able to use various communication platforms or media to improve customers' awareness and understanding of services and communities effectively, enhance interaction with customers, and gain customer trust; and</li><li>• Be able to respond skillfully to the media in accordance with the company's guidelines, maintain due order, and maintain good relations with the media and local groups.</li></ul>
Remark	