

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

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

Title	Plan on customer services management, promote community relations management, and relations with owners' organisation
Code	110514L5
Range	Works of customer services and community relations, applicable to formulating customer service and customer relationship management plans to promote the relationship management of the community and the owners organisation
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Proficient in community and customer relationship management</p> <ul style="list-style-type: none"> • Proficient in the principles and elements of customer relationship management • Proficient in the principles of promoting community relationship management and owners organisation relationship management <p>2. Devise plan of customer services and customer relationship management</p> <ul style="list-style-type: none"> • Be able to fully grasp the key success factor to quality service, lead the team to provide customers with high-quality services that exceed customers' expectation, increase customer satisfaction and trust, and build up loyal customer groups • Be able to gain insight into customer and market needs, design plans for customer services and manage customer relationship, and motivate teams to implement • Be able to analyse and evaluate information or data from various media channels in order to define standards, content and guidelines for customer services • Be able to assess service levels or performance gaps with customer expectations, review causes and make improvements <p>3. Promote community and owners organisation relationship management</p> <ul style="list-style-type: none"> • Be proficient in persuasion skills involved in communication, and effectively preside over meetings and lead the progress • Be able to influence subordinates and joint together to achieve the company's quality service indicators, so as to gain the trust of the owners organisation and customers • Be able to gain the trust of the owners organisation and its members with professional management, attitude, knowledge and judgment, and establish a long-term and mutually trusting relationship with the owners organisation • Be able to promote the participation of owners organisation in community activities and establish interactive relationships with community groups
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Be proficient in the principles and elements of customer relationship management, and proficient in the principles of promoting community relationship management and owners organisation relationship management; • Be able to fully grasp the key success factor to quality service, lead the team to provide quality services to customers, be able to gain insight into customer and market needs, design plans for customer services and manage customer relationship, and devise customer service standards, content and guidelines; and • Be able to effectively host and lead meetings, be able to apply professional knowledge, attitude, judgment and management competency in gaining the trust of the owners

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Remark	