

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

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

Title	Plan and develop strategies on customer services management, community relations management and promotion of services
Code	110515L6
Range	Works of customer services and community relations, applicable to planning and developing strategies on customer services management, community relations management and promotion of services
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Integrate strategies of customer services and community relations <ul style="list-style-type: none"> • Integrate strategies of customer relationship management, community relationship management and promotion of services 2. Plan as a whole and promote customer relationship management <ul style="list-style-type: none"> • Be able to study and analyse customer mentality and expectations in order to plan a policy for building loyal customers • Be able to conduct research and analysis on the quality of market and social services in order to plan services that exceed customer expectations • Be able to integrate and plan as a whole the strategies for managing customer expectations • Be able to lead subordinates and teams to build good, trusting and long-lasting relationships with owners organisation and customers 3. Plan as a whole and promote community relationship management <ul style="list-style-type: none"> • Be able to integrate information on community planning or development, and plan as a whole the role of the property and organisation in the community • Be able to plan as a whole the community engagement and development work, establish interactive and mutually beneficial relationships with community groups, and support the sustainable development of the community • Be able to plan procedures and codes of practice for interacting with community groups or community members 4. Plan as a whole and promote strategies of services promotion <ul style="list-style-type: none"> • Be able to evaluate and plan as a whole the service promotion strategies, and effectively promote service contents and standards to customers • Be able to adopt and expand the latest or most popular promotion methods, so that customers have accurate information of the services 5. Review the effectiveness of strategies <ul style="list-style-type: none"> • Be able to plan as a whole the methods to review the effectiveness of customer relationship management, community relationship management and service promotion, such as determining performance indicators, designing customer satisfaction surveys, etc., to review the effectiveness and make improvements
Assessment Criteria	The integral outcome requirements of this UoC are:

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	<ul style="list-style-type: none">• Be able to integrate strategies of customer relationship management, community relationship management and promotion of services;• Be able to integrate and analyse customer mentalities and expectations, research and analyse market and social requirements for service quality, plan as a whole the services that exceed customer expectations, and lead subordinates and teams to establish good, mutually trusting and long-lasting relationships with owners organisation and customers;• Be able to integrate information on community planning or development, evaluate and plan as a whole the role of property and organisation in the community, establish interactive and mutually beneficial relationships with community groups, support the sustainable development of the community, and be able to plan procedures and codes of practice for interaction with community groups or community members;• Be able to adopt and expand the latest or most popular promotion methods, plan as a whole the service promotion strategies, then effectively promote service contents and standards to customers; and• Be able to plan as a whole the methods to review the effectiveness of customer relationship management, community relationship management and service promotion, and to make improvements continuously.
Remark	