

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

Functional Area - Facility Management relating to a Property

Title	Manage the customer relations and activities of club house
Code	110523L4
Range	Club house customer relationship and activities management, applicable to establishing good customer relations, arranging activities suitable for customers, customer liaison, activities and enforcement of the rules of club house
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Thoroughly understand customer relationship and activities management</p> <ul style="list-style-type: none"> • Thoroughly understand the skills and methods of building customer relationships and understand the needs of customers • Thoroughly understand the information, pros and cons, resources and technical requirements, and legal requirements of various club house activities <p>2. Execute customer relationship management</p> <ul style="list-style-type: none"> • Be able to understand thoroughly the needs of customers and expectations for club house services, strengthen communication with customers, and provide value-added and personalized services • Be able to use various media platform to promote club house services to customers and build up good and long-lasting customer relationships <p>3. Execute activities management</p> <ul style="list-style-type: none"> • Be able to contact contractors or relevant departments to promote diversified club house activities, and enhance communication with owners and customers through activities • Be able to monitor the implementation of the club house's activities and make amendments to suit the environment or needs • Be able to collect activity data and a summary of opinions for reference and further advice
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Be able to understand thoroughly the skills and methods of building customer relationships and promoting various activities; • Be able to understand the needs of customers and their expectations for club house services, use various media platform to promote club house services to customers, and build up good and long-lasting customer relationships; and • Be able to carry out and monitor the activities of the club house, respond to changes, and be able to collect activity data and a summary of opinions for reference and further advice.
Remark	