

**Specification of Competency Standards**  
**for the Printing and Publishing Industry**  
**Unit of Competency**

1. Title	Know basic customer services
2. Code	PPPRCR202A
3. Level	2
4. Credit	6
5. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Know basic principles for customer service</p> <ul style="list-style-type: none"> <li>◆ Know 'customer oriented' business principle</li> <li>◆ Understand importance of customer service</li> </ul> <p>5.2 Provide basic customer services</p> <ul style="list-style-type: none"> <li>◆ Provide basic customer services according to guidelines for customer services set by the company</li> </ul>
6. Range	Provide basic customer services according to guidelines for customer services set by the company and perform related tasks in various departments of a printing enterprise.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to provide basic customer services according to guidelines for customer services set by the company.
8. Remarks	This unit of competency is applicable to printing industry practitioners in general.