

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

Functional Area - 電子商貿

Title	Understand the customer services of e-commerce in printing industry
Code	106297L4
Range	Be able to assist the employing printing company in developing and maintaining a set of proven customer service guidelines and building a positive marketing image for the company's e-commerce arm, in order to attract new customers and retain existing ones while creating favourable conditions for generating higher turnover and profits .
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the major aspects of customer service in e-commerce</p> <ul style="list-style-type: none"> <li>• Understand the establishment and maintenance of a customer service system.</li> <li>• Understand customers' online shopping requirements and practices.</li> <li>• Understand how to establish effective communication channels, such as hotlines, online help desks, social networking sites, etc., for engaging customers.</li> <li>• Understand the key elements to be included in the customer service guidelines, such as the authority conferred on different ranks of staff, ways of handling complaints, etc.</li> <li>• Master how to train staff in the customer service department to deliver quality services.</li> </ul> <p>2. With the above knowledge, be able to assist the employing company in establishing and maintaining an effective customer service system, and providing good e-commerce customer services.</p> <p>3. In the light of the company's operational policies, assist the customer service department in keeping abreast with customer requirements and market changes, and regularly reviewing the quality of customer service to ensure its continued excellence.</p>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Understand customers' online shopping requirements and practices.</li> <li>• Understand how to establish effective communication channels for engaging customers.</li> <li>• Be able to assist in the drawing up of a set of customer service guidelines.</li> <li>• Master how to train staff in the customer service department to deliver quality services.</li> </ul>
Remark	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of customer service.