Unit of Competency

Functional Area: Sales and Marketing

Title	Perform customer classification
Code	105042L2
Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. It covers the abilities to classify customers into different groups and provide quality service targeting respective groups in daily working environment, in order to enhance customer service quality of the organization.
Level	2
Credit	6 (for reference only)

Competency	Performance Requirements
	1. Knowledge of customer classification
	• Understand the market share of the organization and positioning of its products in order to know its key types of customers
	• Understand the organization's principle of handling customer relationship
	• Understand the organization's practice of handling customer relationship（including customer classification）and related information technology system
	• Understand the needs and preferences for the organization's products and services of different groups of customers
	• Master the behavioural characteristics of customers, including:
	    • Buying behaviour
	    • Consumption psychology, gender and age
	    • District and income information
	    • Consumption pattern
	• Master market and customer-related information collected from different channels
	2. Perform customer classification
	• Classify customers according to their background information
	• Create customer files to show the characteristics of different groups/types of customers
	• Master the characteristics, needs and preferences for the organization's products and services as well as the consumption patterns of different groups of customers
	• Identify the product and service needs of the existing and potential customer groups
	• Use the available market information to check whether the products or services meet the customer demand or not
	• Compare the new and old groups of customers in order to understand the market trend
	• Regularly review and improve the customer classification
	3. Exhibit professionalism
	• Ensure compliance with the requirements of the Personal Data (Privacy) Ordinance when handling customer classification

Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Classify customers according to the organization's requirements and customers' background; and • Master the demands of different groups of customers and provide quality customer service in order to improve the retail business of the organization.
Remark	