

# Specification of Competency Standards of the Retail Industry

## Unit of Competency

### Functional Area: Sales and Marketing

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|---------------------|--|
| Title               | Promote loyalty programmes to customers  |
| Code                | 105043L2   |
| Range               | This unit of competency (UoC) is applicable to staff responsible for customer service and sales promotion in the retail industry. It covers the abilities to introduce/promote the organization's loyalty programme to customers in daily work, such as members' benefits and advantages, in order to enhance customer loyalty to the organization and to exhibit the organization's professional service attitude towards customers and its future development policy, etc.   |
| Level               | 2  |
| Credit              | 6 (for reference only)   |
| Competency          | <p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of customer loyalty programmes <ul style="list-style-type: none"> <li>• Understand details of the organization's customer loyalty programme including emotional and financial condition, lifestyle, interesting gifts, etc.</li> <li>• Understand the purpose of launching customer loyalty programmes (e.g. to reduce customer churn rate, to lower the cost, etc.) and the programme content, characteristics, benefits for customers, etc.</li> <li>• Understand good customer relationship skills, e.g. skills in arousing customers' attention and interest, promotional skills, customer preference, etc.</li> <li>• Understand the basic factors that affect the promotion of customer loyalty programmes</li> <li>• Understand ordinances that protect consumers' rights and personal privacy data</li> </ul> </li> <li>2. Promote loyalty programmes to customers, turning them into loyalty ambassadors <ul style="list-style-type: none"> <li>• Apply good customer communication skills to explain/promote the organization's customer loyalty programme to customers, including: <ul style="list-style-type: none"> <li>• A clear introduction of the characteristics and strengths of the organization's loyalty programme and its future development</li> <li>• Providing information about the loyalty program</li> <li>• Correctly responding to customers' questions and inquiries about the program</li> </ul> </li> <li>• Handle all necessary procedures for customers' participation in the loyalty programme in accordance with the established procedures <ul style="list-style-type: none"> <li>• Explain the loyalty programme in detail including its terms and conditions, rules and regulations, etc.</li> <li>• Assist customers in completing the membership application forms</li> <li>• Confirm customers' voluntary participation in the loyalty programme by their signature</li> <li>• Check the accuracy of information provided by customers</li> <li>• Provide necessary evidence for customers, e.g. membership card/access code for members</li> <li>• Plan and formulate loyalty programmes</li> </ul> </li> <li>• Regularly report to supervisor the promotion progress of the customer loyalty program, market reaction and customer retention rate</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Comply with the Personal Data (Privacy) Ordinance in collecting customer information</li> </ul> </li> </ol> |
| Assessment Criteria | <p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Clearly introduce and promote the organization's loyalty programme to customers including its financial, life and emotional benefits as well as the brand value; and</li> <li>• Apply good customer relationship skills to encourage customers to join the loyalty programme voluntarily in order to enhance customers' loyalty to the organization.</li> </ul>  |
| Remark              |  |