

Specification of Competency Standards of the Retail Industry

**Unit of Competency**

**Functional Area: Sales and Marketing**

Title	Formulate after-sales service plans
Code	105064L5
Range	This unit of competency (UoC) is applicable to staff of the management level in the retail industry. It requires critical analysis, evaluation and judgment. It covers the abilities to formulate an appropriate after-sales service plan to fit in with the organization's customer service and sales strategies in order to assist the retail business development.
Level	5
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of after-sales service <ul style="list-style-type: none"> <li>• Understand the organization's customer service and sales strategies</li> <li>• Understand customers' requirements and purchasing power for goods</li> <li>• Understand the characteristics of the goods of the organization and its after-sales service</li> <li>• Understand that after-sales service is an important measure to make the organization responsible for consumers, also a means to increase product competitiveness</li> <li>• Understand the details of after-sales service, including: <ul style="list-style-type: none"> <li>• Installation and debug of products for consumers</li> <li>• Technical guidance in areas like usage at the requests of consumers</li> <li>• Guaranteed supply of spare parts for maintenance</li> <li>• Responsibility of maintenance service</li> <li>• Provision of "Three Guarantees" for products, i.e. guarantee for repair, replacement and return</li> <li>• Answering consumers' enquiries</li> </ul> </li> <li>• Understand details of after-sales service provided by competitors</li> </ul> </li> <li>2. Formulate the after-sales service plan <ul style="list-style-type: none"> <li>• Formulate an appropriate after-sales service plan to cope with the organization's customer service and sales strategies</li> <li>• Make decisions by referring to the following factors and make the formulated after-sales service network applicable within and outside the territory <ul style="list-style-type: none"> <li>• Local economy and sales ability</li> <li>• Local government policy</li> <li>• Social cultural background</li> <li>• Financial capability of the organization</li> <li>• Business strategies of the organization</li> <li>• Brand image of the organization</li> <li>• Marketing strategies of the organization, etc.</li> </ul> </li> <li>• Formulate the standard of after-sales service quality, and provide quality after-sales service for customers</li> <li>• Formulate the assessment principles for after-sales service, in order to assess the service standard of after-sales service staff</li> <li>• Clearly explain to customers the after-sales service provided by the organization</li> <li>• Collect consumers' opinions on the product quality and make improvement accordingly</li> <li>• Regularly review the after-sales service plan (e.g. comparing the service quality of competitors), and give improvement suggestions to the higher level</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Ensure that the formulated after-sales service plan complies with the related ordinances of the local government</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>• Formulate an appropriate after-sales service plan to cope with the organization's customer service and sales strategies; and</li> <li>• Review the after-sales service plan and give improvement suggestions to strengthen after-sales service network and enhance after-sales service quality.</li> </ul>
Remark	