

Specification of Competency Standards of the Retail Industry

**Unit of Competency**

**Functional Area: Customer Services**

Title	Provide support and advice to customers
Code	105071L1
Range	This unit of competency (UoC) is applicable to staff responsible for customer service or sales-related work in the retail industry. It covers the abilities to provide general support and consulting service to customers according to corporate procedures and standard. Complex technical support / enquiries will be referred to suitable technical personnel or departments to follow up.
Level	1
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of general customer support <ul style="list-style-type: none"> <li>• Understand the importance of customer relationship and customer service</li> <li>• Master the customer service procedures of the organization</li> <li>• Master interpersonal skills, including: <ul style="list-style-type: none"> <li>• Letting the customers feel warm and courteous</li> <li>• Being sincere and willing to help</li> <li>• Letting the customers feel comfortable and reliable</li> <li>• Being objective and impartial</li> </ul> </li> <li>• Master the basic skills of customer service</li> <li>• Master the features and characteristics of products / services</li> </ul> </li> <li>2. Provide support and advice to customers <ul style="list-style-type: none"> <li>• Answer general enquiries politely from visiting or calling-up customers on products / services</li> <li>• Use appropriate questioning techniques to identify customer's needs when they make requests or need help</li> <li>• Understand customers' questions or needs, and provide them with suitable advice / support, e.g.: <ul style="list-style-type: none"> <li>• Recommend products and alternatives</li> <li>• Quote the product price and compare with similar products</li> <li>• Introduce product features, including the strengths, restrictions, operation, safety devices, etc.</li> <li>• Demonstrate the general operation and using steps of the products</li> <li>• Recommend associated care products and accessories</li> <li>• Seek help from the higher level for difficult questions or queries</li> </ul> </li> <li>• Handle customer enquiries on different kinds of products / service effectively</li> <li>• Apply the good knowledge of products and shop facilities of the organization in answering customers' general enquiries, e.g.: <ul style="list-style-type: none"> <li>• Locations of and products / services provided by different departments</li> <li>• Provide information on prices, promotions and discounts</li> <li>• Car park location and free parking details</li> <li>• Information on locations, routes and charges of different forms of public transport</li> <li>• Other facilities of the shop / mall, e.g. public telephone and toilet</li> </ul> </li> <li>• Explain clearly to the customers the reasons why it is more appropriate to refer their enquiries to other departments</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Ensure that the advice / support provided satisfies customers' needs and requirements, and maintain good relationship with customers</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Apply customer service skills, understand customers' needs, and provide advice and support to their satisfaction.</li> </ul>
Remark	