

Specification of Competency Standards of the Retail Industry

**Unit of Competency**

**Functional Area: Customer Services**

Title	Serve customers
Code	105072L1
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 use simple communication skills to serve customers according to corporate procedures and standard, and understand their needs in order to facilitate transactions.
Level	1
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of serving customers</p> <ul style="list-style-type: none"> <li>• Know about the basic knowledge of serving customers, including: <ul style="list-style-type: none"> <li>• Requirements and standard of the organization on one's individual appearance</li> <li>• Procedures and standard of the organization on serving customers</li> <li>• Verbal communication and interpersonal skills</li> </ul> </li> <li>• Know about the psychological condition of customers and their needs for retail products, including: <ul style="list-style-type: none"> <li>• Understand customers' preference and needs for products by conversation and observation</li> <li>• Understand the characteristics of different types of customers</li> <li>• Understand the range of products/service provided by the organization</li> </ul> </li> <li>• Know how to serve customers with good attitude, including: <ul style="list-style-type: none"> <li>• Being polite</li> <li>• Being attentive</li> <li>• Listening with patience</li> <li>• Being sincere</li> </ul> </li> </ul> <p>2. Serve customers</p> <ul style="list-style-type: none"> <li>• Make sure the personal appearance meets the established standard of the organization</li> <li>• Serve customers and make self-introduction according to the established procedure of the organization, and let the customers experience the serving procedures throughout the shopping process (including entering the shop, shopping and leaving the shop)</li> <li>• Employ effective communication skills, such as asking customers questions in open and direct forms</li> <li>• Answer enquiries professionally and politely and provide useful information to customers</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Follow the requirements of the organization and maintain the corporate image when serving customers</li> <li>• Possess the customer-oriented service attitude</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Serve customers and handle their enquiries and transactions with courtesy; and</li> <li>• Obtain contact and shopping information from customers according to corporate procedures.</li> </ul>
Remark	