

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Use good communication skills to facilitate transactions
Code	105075L2
Range	This unit of competency (UoC) is applicable to the staff in the retail industry. It covers the abilities to use good communication and interpersonal skills to foster positive interaction with the customers, so as to gain their trust and commitment and help the organization develop its retail business.
Level	2
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of communicating with customers <ul style="list-style-type: none"> • Know about the customer relationship strategies of the organization • Understand the customer service performance criteria of the organization • Understand the importance of establishing good relationship and fostering positive interaction with customers • Understand the elements of fostering positive interaction with customers, including: <ul style="list-style-type: none"> • Using effective listening and questioning techniques • Understanding customers' needs and complaints accurately, and handling them quickly • Strictly following the customer relationship strategies • Providing quality service environment • Understand the organization's procedures and correct ways of reporting customer feedback and complaints 2. Use good communication skills to facilitate transactions <ul style="list-style-type: none"> • Have comprehensive interaction with customers according to the customer relationship strategies and guidelines of the organization, e.g.: <ul style="list-style-type: none"> • Greet and farewell to customers politely when serving them • Recommend organization's products and services skilfully to customers at the right time • Listen carefully to customers' needs or enquiries • Listen and take down customer's feedback or complaints on products or service politely • Provide service to customers appropriately, including: <ul style="list-style-type: none"> • Communicating with customers in a professional manner according to corporate guidelines • Meeting reasonable requirements of customers within the limit of authority delegated by the organization • Recording detailed information of customers accurately when necessary while protecting their privacy • Try to get customers' future contact to help the organization develop business • According to corporate guidelines, handle emotional and difficult customers appropriately, including: <ul style="list-style-type: none"> • Trying not to stimulate the customers and calm down their emotion • Recommending reasonable solutions that are allowed by the organization and can effectively compensate the customers as far as possible • Referring the customers to the higher level when necessary while still providing assistance • Ensure that the communication with customers meets the customer service performance criteria established by the organization 3. Exhibit professionalism <ul style="list-style-type: none"> • Communicate with customers professionally and prevent cheating of any kind
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Use customer communication and interpersonal skills to foster positive interaction with customers; and • Gain customers' trust and commitment so as to help the organization develop its retail business.
Remark	