

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Manage mystery shopper activities
Code	105081L4
Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. It requires careful analysis and judgement. It covers the abilities to manage retail mystery shopper activities to master the actual customer service performance in order to further enhance the overall retail service level and facilitate business development.
Level	4
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of mystery shopper activities <ul style="list-style-type: none"> • Understand the customer relationship strategies of the organization • Understand the sales target and strategies of the organization • Understand the key purposes of mystery shopper, including: <ul style="list-style-type: none"> • Improving the retail business by assessing the service quality of staff • Giving recognition to retail stores and relevant staff that provide outstanding service • Providing information to further improve the customer service of the organization • Putting into practice a high level of service for the whole retail industry of Hong Kong • Know about the mystery shopper service providers, and the guidelines, rights and obligations of participating the service programme • Understand the general assessment criteria for mystery shopper programme, such as: <ul style="list-style-type: none"> • Shopping environment • Shopping experience • Process of completing the transaction • Master the techniques of reading important information in the assessment report of mystery shopper programme 2. Manage mystery shopper activities <ul style="list-style-type: none"> • Decide whether the mystery shopper programme is applicable to the retail business of the organization and the degree of joining in accordance with the customer relationship and sales strategies of the organization • Coordinate with the mystery shopper service provider to work out the arrangement for joining the programme, including: <ul style="list-style-type: none"> • Deciding the actual category of retail groups the organization is in • Cycle and frequency of visit by a mystery shopper • Participation schedule, e.g. number of phases in a year • Manage the details of mystery shopper programme activities and negotiate assessment criteria, such as: <ul style="list-style-type: none"> • Shopping environment <ul style="list-style-type: none"> • Appearance of the service staff • Store management • Shopping experience <ul style="list-style-type: none"> • Help offered by the service staff • Knowledge of commodities / services provided • Attitude and initiative of the sales staff • Inventory and price information of the commodities / services • Process of completing the transaction <ul style="list-style-type: none"> • Cashier service • Leaving of customers • After-sales service • Team spirit • Examine the assessment report after the completion of mystery shopper programme, and recommend improvement measures to the higher level, e.g.: <ul style="list-style-type: none"> • Overall performance of the organization, conclusion and information and data • Comparison with the performance of companies in the same category • Comparison with the performance of companies of the retail industry as a whole • Analysis of the trend of the retail industry • Service trend of the organization, including the performance trend for each assessment item • Actions of recognition recommended

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Competency	3. Exhibit professionalism <ul style="list-style-type: none">• Maintain the customer-oriented service attitude when managing mystery shopper activities• Respect the objective facts in the mystery shopper assessment report without making any concealment or deception
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Manage properly the retail mystery shopper activities joined by the organization in order to master the actual customer service performance of the organization and enhance the level of retail service; and• Facilitate the retail business development of the organization with mystery shopper activities.
Remark	