

Specification of Competency Standards of the Retail Industry

**Unit of Competency**

**Functional Area: Customer Services**

Title	Review customer service scheme
Code	105082L4
Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. It covers the abilities to judge, analyze, and assess the customer service scheme and performance indicators effectively according to the strategies and objectives of the organization so as to improve customer service, develop corporate business and enhance corporate image.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of customer service <ul style="list-style-type: none"> <li>• Understand the business strategies and objectives of the organization</li> <li>• Understand the customer service scheme and performance indicators of the organization</li> <li>• Understand the formulation of customer service indicators, such as: <ul style="list-style-type: none"> <li>• Quantification of service indicators (e.g. statistics on complaints/feedback received)</li> <li>• Customers' standard for quality</li> <li>• Customers' level of understanding</li> <li>• Service expectation</li> <li>• Deviations between standard quality of customer service and service expectation</li> <li>• Results of improvement in service quality</li> <li>• Service edge</li> </ul> </li> </ul> </li> <li>2. Review customer service scheme <ul style="list-style-type: none"> <li>• Assess the customer service scheme, including its principle, scope, method, procedure, workflow, confidentiality and limitation, etc.</li> <li>• Formulate and quantify performance indicators of customer service, in terms of: <ul style="list-style-type: none"> <li>• Business turnover</li> <li>• Number of visits by the customers</li> <li>• Profit returns</li> <li>• Number of complaints</li> <li>• Proportion of new customers to customer loss, etc.</li> </ul> </li> <li>• Formulate an assessment plan for the customer service scheme <ul style="list-style-type: none"> <li>• Scope of assessment</li> <li>• Assessment method</li> <li>• Assessment procedures</li> <li>• Follow-up and improvements in service management</li> </ul> </li> <li>• Review the customer service scheme</li> <li>• Formulate a report to improve the service scheme</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Review the customer service scheme according to the strategies and objectives of the organization</li> <li>• Ensure the customer service of the organization is provided professionally to customers' satisfaction</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>• Assess the customer service scheme and performance indicators according to the objectives of the organization in order to improve customer service and develop corporate business; and</li> <li>• Formulate a customer service assessment plan.</li> </ul>
Remark	