

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Customer Services

Title	Formulate customer service scheme
Code	105085L5
Range	This unit of competency (UoC) is applicable to staff responsible for policy formulation in the retail industry. It covers the abilities to plan, design and perform technical tasks; formulate customer service scheme to provide quality service according to the operational policy of the organization and the market trend, so as to enhance the corporate image and business.
Level	5
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of customer service scheme <ul style="list-style-type: none"> • Understand the criteria and requirements on high quality customer service of the retail industry • Understand the strengths of and challenges faced by the organization • Understand policy and future development of the organization on providing service • Understand the changes in the industry and market environment • Understand the effect of government policy and measures on the retail industry and the formulation of customer service scheme, e.g. the individual visit scheme for mainland residents • Understand similar measures on customer service implemented by competitors 2. Formulate customer service scheme <ul style="list-style-type: none"> • Formulate customer service scheme for the retail industry according to the operational policy of the organization and the market trend, e.g.: <ul style="list-style-type: none"> • Design service operation system <ul style="list-style-type: none"> • System blueprint and framework • Key service personnel scheme • Formulate routine operation scheme for the organization <ul style="list-style-type: none"> • Code of practice and staff discipline for customer service • Workflow and steps for designing retail services • Service environment management, such as the hygiene, lighting and cosiness of retail store • Position the customer service of the organization and identify target customer groups • Formulate electronic customer service scheme for the organization <ul style="list-style-type: none"> • Corporate retail website's databank • Procedures for handling electronic enquiries • Establish customer service assessment mechanism, e.g. rewarding and penalty mechanism for staff • Master market changes and adjust the customer service scheme accordingly • Master the changes in customer service made by competitors, and adjust the customer service scheme accordingly 3. Exhibit professionalism <ul style="list-style-type: none"> • Protect the overall benefit of both the organization and the customers when formulating customer service scheme • The service scheme formulated should comply with relevant legal requirements, e.g. Personal Data (Privacy) Ordinance
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Formulate customer service scheme according to the operational policy of the organization and the market trend to strengthen and develop the retail business of the organization; and • Master the market changes of the retail industry and adjust the customer service scheme accordingly in order to enhance competitiveness.
Remark	