Specification of Competency Standards of the Retail Industry
Unit of Competency

Functional Area: Information Technology

Title	Use mobile technologies to improve sales service
Code	105101L4
Range	This unit of competency (UoC) is applicable to IT staff in the retail industry. It requires the application of specialized techniques and methods. It covers the abilities to use mobile technologies to improve sales service according to the organization's sales, including online sales, strategies in order to assist the development of its overall retail business.
Level	4
Credit	6 (for reference only)

Competency	Performance Requirements
	1. Knowledge of mobile sales technologies
	• Master the organization's overall sales (including online sales) strategies
	• Understand the details of mobile technologies currently available for commercial use
	• Understand the potential advantages of mobile technologies for the organization's retail business, including:
	    • Increase of sales
	    • Contact with new sources and groups of customers
	    • Enhancing the organization's reputation
	    • Strengthening the IT application in the organization
	• Understand the extra costs of mobile technologies that the organization may have to bear in its retail business and the relevant regulations, e.g.:
	    • Extra manpower demand
	    • Extra technical training required
	    • Processes or work items required to be outsourced
	    • Internal information tends to leak more easily
	    • Ordinances for the regulation of mobile technologies
	• Understand how mobile technologies support the existing sales mechanism of the organization
	2. Use mobile technologies to improve sales service
	• Consider and compare different retail sales channels, including:
	    • Traditional store
	    • Product catalogue
	    • Call centre
	    • Internet
	    • Mobile technologies e.g. smart phone
	• Introduce retail business mobile technologies/solutions that suit the organization most
	• Make full use of the mobile technologies to promote the organization's retail business, e.g.:
	    • High penetration
	    • Extensive mobile network
	• Improve transparency in commodity prices
	    • Keep close to other social network platforms
	    • Attract young consumer group
	    • Enhance customers' loyalty to corporate brand
	• Assess the effects of mobile technologies on the organization's retail business, e.g. increase in sales, extra costs, etc.
	3. Exhibit professionalism
	• Fully comply with relevant ordinances and regulations on the use of mobile technologies
	• Prevent in a professional manner any abuse of power or corrupt conduct by means of mobile technologies

Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Use mobile technologies to improve sales service according to the established online sales strategies of the organization; and • Use mobile sales technologies to assist the organization's overall retail business development.
Remark	