

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Establish quality guarantee for customer satisfaction
Code	105084L5
Description	This unit of competency (UoC) is applicable to customer service staff in the retail industry. It covers the abilities to make critical analysis, evaluation and decision; formulate a customer service quality guarantee mechanism for the organization to ensure that customers receive the best quality customer service and promote good corporate image.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of quality customer service management</p> <ul style="list-style-type: none"> • Understand corporate business strategies and objectives • Understand customer service strategies of the organization • Understand service quality management, e.g. quality service standard • Understand factors affecting service quality <ul style="list-style-type: none"> ○ Customer satisfaction level ○ Customer loyalty ○ Total Quality Management culture • Understand customer service performance indicators, e.g.: <ul style="list-style-type: none"> ○ Quantification of performance indicators ○ Customers' standard of service quality ○ Customers' level of understanding ○ Service expectation ○ Deviations between service standard and service expectation ○ Pledged level of service <p>2. Establish quality guarantee for customer satisfaction</p> <ul style="list-style-type: none"> • Use the survey statistics to understand customer's level of satisfaction towards a particular service of the organization • Analyze the gap between real service quality and the service quality pledged by the organization • Set the quality service standard of the organization, e.g.: <ul style="list-style-type: none"> ○ Staff's service level pledge ○ Return guarantee • Establish an information disclosure scheme to improve service and build the corporate culture of quality guarantee • Formulate quality monitoring to monitor the service level standard • Formulate training programmes on quality guarantee for customers so that employees of different levels can have the opportunity to receive training • Formulate service quality review and enhancement procedures <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Take care of the benefit of both the customers and the organization when formulating quality guarantee for customer satisfaction
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Base on the survey statistics to find out the inadequacies in the organization's service quality; and • Formulate a service quality guarantee mechanism to meet the expectation of customers and to develop corporate business.

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