

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Provide support and advice to customers
Code	107123L2
Description	In accordance with business procedures and standards, provide online customers with support and advisory services. The responsible employee not only provide general product / service supports but also could refer complex technical support / consultation the appropriate technical staff or department to follow up.
Level	2
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Apply general customer support related knowledge</p> <ul style="list-style-type: none"> • Understand the importance of customer relationships and customer service • Master the customer service procedures • Master interpersonal communication skills, including: <ul style="list-style-type: none"> ○ to let customers to feel kind and polite ○ be sincere and willing to provide assistance ○ to let customers to feel at ease and trustworthy ○ be objective and pertinent • Master basic customer service skills • Master the function and characteristics of products / services <p>2. Provide support and advice to customers</p> <ul style="list-style-type: none"> • When the customer requests or needs help, apply appropriate questioning skills and follow the relevant work guidelines to handle customer requirements • Understand the customer's questions or needs, and provide the appropriate advice / support to the customer based on the sales instructions / guidelines, such as: <ul style="list-style-type: none"> ○ Recommend products and alternative options ○ Specify the price of the product and compare it with other similar products ○ Introduce the functions of the product, including: advantages, restrictions, operations, safety devices ○ Show the general operation and use of the product Recommended accessories ○ In handling difficult problems or inquiries, seek superior assistance ○ Effectively handle the customer's different types of products / services inquiries • With the understanding of the knowledge of the corporate product and website facilities, answer the customer's general inquiries, such as: <ul style="list-style-type: none"> ○ Provide different information source of the corporate website ○ Provide information such as price, promotion offers and discounts ○ Explain clearly to the customer why it is more appropriate to refer his / her inquiry to other departments <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the views / support provided can meet customer needs and requirements, and to maintain communication with customers and establish a good relationship
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Apply customer service skills to understand customer needs and provide appropriate advice and support to customers

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Remark	
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