

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Receive customers
Code	107124L2
Description	Follow the business procedures and standards to apply simple communication skills to receive customers and understand the customer's request so as to facilitate the transaction.
Level	2
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Apply the relevant knowledge of customer reception</p> <ul style="list-style-type: none"> • Understand the basic knowledge of the customer reception, including: <ul style="list-style-type: none"> ○ The requirements and standards of the enterprise for personal appearance ○ Business procedures and standards for hospitality ○ Verbal communication and interpersonal skills • Understand the customer's psychological and demand for retail products, including: <ul style="list-style-type: none"> ○ Talk to customers about your preferences and needs ○ Understand the characteristics of different types of customers ○ Understand the range of products / services provided by the corporate • A good attitude is needed to understand the reception of customers, including: <ul style="list-style-type: none"> ○ courtesy ○ careful ○ listen patiently ○ sincere <p>2. Customer reception</p> <ul style="list-style-type: none"> • Ensure the personal appearance of the corporate in line with the established standards • According to the established procedures of the corporate to receive customers and to conduct self-introduction. , It could enable the customers to experience the level of service hospitality of the corporate during the whole shopping period. • Apply good customer communication skills such as: open and direct manner to the customer questions • Conduct professional and courteous reply to inquiries and provide useful information for customers <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • In the reception of customers, able to meet the requirements and to maintain the image of the corporate. • Maintain a customer-centric attitude.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Carry out polite reception of customers, handle customer inquiries or transactions • collect customer contact and shopping information in accordance with the procedures of corporate
Remark	