

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Establish customer relationships
Code	107126L2
Description	In accordance with business procedures and standards, establish a relationship with customers to understand the customer's procurement needs, to provide appropriate information to help customers to choose the right products, and the introduce new products and services to customers.
Level	2
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Develop knowledge of customer relationships</p> <ul style="list-style-type: none"> • Understand the importance of good customer relationships • Understand the policies and procedures of the corporate regarding customer service • Understand the legal requirements for keeping a customer database • Master the skills to build customer relationships, such as: <ul style="list-style-type: none"> ○ Good communication skills ○ Good personal image ○ Understand the customer's psychology ○ Able to deal with difficult customers <p>2. Establish customer relationship</p> <ul style="list-style-type: none"> • Use a variety of formal and informal channels to reach customers, such as: <ul style="list-style-type: none"> ○ E-mail / online chat / Facebook ○ Website customer survey ○ Fax • Apply appropriate communication skills to build trust with customers • Determine the needs of customer procurement <ul style="list-style-type: none"> ○ through conversation ○ take the initiative to ask how to help customers ○ through the customer's database • Provide customer service <ul style="list-style-type: none"> ○ Give the customer a good impression ○ Provide accurate information about customer inquiries ○ Provide products to meet customer needs ○ Introduce suitable new products to customers • Follow the corporate guidelines to collect customer information for future promotional purposes <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Follow with corporate guidelines of not take any deceptive action during establishing customer relationship.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Establish relationships with customers, understand their needs, and help customers to choose the right product.
Remark	