Specification of Competency Standards for the Retail Industry Unit of Competency

Functional Area - Customer Services

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 Performance Requirements 1. Develop knowledge of customer relationships 	Title	Establish customer relationships
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 Performance Requirements 1. Develop knowledge of customer relationships • Understand the importance of good customer relationships • Understand the legal requirements for keeping a customer database • Master the skills to build customer relationships, such as: • Good personal image • Understand the customer's psychology • Able to deal with difficult customers 2. Establish customer relationship • Use a variety of formal and informal channels to reach customers, such as: • E-mail / online chat / Facebook • Website customer procurement • Apply appropriate communication skills to build trust with customers • Fax • Apply appropriate communication skills to build trust with customers • Through the customer's database • • through the customer agood impression • through the customer's database • Prov	Code	107126L2
Credit 3 (For Reference Only) Competency Performance Requirements 1. Develop knowledge of customer relationships • Understand the importance of good customer relationships • Understand the importance of good customer relationships • Understand the importance of good customer relationships, such as: • Good communication skills • Good communication skills • Good personal image • Understand the customer relationships, such as: • Good communication skills • Deferstand the customer is psychology • Able to deal with difficult customers 2. Establish customer relationship • Use a variety of formal and informal channels to reach customers, such as: • E-mail / online chat / Facebook • Website customer survey • Fax • Apply appropriate communication skills to build trust with customers • Determine the needs of customer procurement • through the customer's database • Provide accurate information about customer inquiries • Forvide accurate information about customer inquiries • Cilve the customer a good impression • Provide accurate information about customer inquiries • Provide accurate information about customer inquiries	Description	customers to choose the right products, and the introduce new products and services to
Competency Performance Requirements 1. Develop knowledge of customer relationships • Understand the importance of good customer relationships • Understand the legal requirements for keeping a customer database • Master the skills to build customer relationships, such as: • Good communication skills • Good personal image • Understand the deal with difficult customers • Able to deal with difficult customers 2. Establish customer relationship • Use a variety of formal and informal channels to reach customers, such as: • E-mail / online chat / Facebook • Website customer survey • Fax • Apply appropriate communication skills to build trust with customers • Envalt • through conversation • through conversation • through conversation • through conversation • through customer service • Drovide customer service • Forvide customer service • Through conversation • Through conversation • through customer service • Clive the customer a good impression • Provide customer service • Introduce suitable new products to customers <tr< td=""><td>Level</td><td>2</td></tr<>	Level	2
1. Develop knowledge of customer relationships I. Develop knowledge of customer relationships I. Understand the importance of good customer relationships I. Understand the legal requirements for keeping a customer database I. Master the skills to build customer relationships, such as: Good communication skills Good personal image Understand the customer's psychology Able to deal with difficult customers 2. Establish customer relationship Use a variety of formal and informal channels to reach customers, such as: Fax Able to deal with difficult customers 2. Establish customer relationship Use a variety of formal and informal channels to reach customers, such as: Fax Apply appropriate communication skills to build trust with customers Determine the needs of customer procurement through the customer rocurement through the customer's database Provide customer service Give the customer a good impression Provide accurate information about customer inquiries Provide products to meet customer induiries Provide corporate guidelines to collect customer information for future promotional purposes Stahibit professionalism Foll	Credit	3 (For Reference Only)
Establish relationships with customers, understand their needs, and help customers to choose the right product.	Competency	 Develop knowledge of customer relationships 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: Good communication skills Good personal image Understand the customer's psychology Able to deal with difficult customers Establish customer relationship Use a variety of formal and informal channels to reach customers, such as: E-mail / online chat / Facebook Website customer survey Fax Apply appropriate communication skills to build trust with customers Determine the needs of customer procurement through conversation take the initiative to ask how to help customers through the customer's database Provide customer service 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 Exhibit professionalism Follow with corporate guidelines of not take any deceptive action during establishing
Remark	Assessment Criteria	 The integrated outcome requirement of this UoC is the ability to: Establish relationships with customers, understand their needs, and help customers to
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