

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

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| Title | Apply good communication skills to facilitate transactions |
| Code | 107127L2 |
| Description | Apply good communication and interpersonal skills to achieve positive interaction with customers so as to obtain customer trust and commitment to help corporate to develop retail business |
| Level | 2 |
| Credit | 3 (For Reference Only) |
| Competency | <p>Performance Requirements</p> <p>1. Apply customer communication related knowledge</p> <ul style="list-style-type: none"> • Recognize the established customer relationship strategy • Understand the established customer service performance guidelines • Understand the importance of establishing good relationships with customers and making positive interactions • Understand the elements that make positive interaction with the customer, including: <ul style="list-style-type: none"> ○ Use effective listening and questioning skills ○ Accurately understand the needs of customers, complaints, and can quickly deal with ○ Strictly adhere to customer relationship strategy ○ Provide quality service environment • Understand the corporate requirements of reporting and complaint procedures <p>2. Apply good communication skills to facilitate transactions</p> <ul style="list-style-type: none"> • In accordance with the established customer relationship strategy and guidance to build up customer interaction, for example: <ul style="list-style-type: none"> ○ proficiently promote products and services to the customer at the right time ○ Listen carefully to the needs of customers or inquiries ○ listen to and record the customer's views on products or services, complaints in a polite manner • Properly provide services to customers, including: <ul style="list-style-type: none"> ○ In accordance with corporate guidelines, communicate with customers with professional attitude ○ Within the scope of authorization by the corporate, meet the reasonable requirements of customers as possible ○ Record with accurate details and privacy protection about the customer information if necessary ○ Collect the customer contact as possible for future communication • In accordance with the established guidelines of corporate to properly deal with difficult customers including: <ul style="list-style-type: none"> ○ Try not to stimulate customers and cool down their emotions ○ Propose reasonable compensation solution which follows with corporate policy ○ Refer to the customer complaint to senior staff but still need to support • Ensure that communication with customers is in line with the established customer service performance guidelines <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • To communicate with customers in a professional manner and to prevent any deceptive action. |

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| Assessment Criteria | The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Apply customer communication and interpersonal skills to make positive interaction with customers• Obtain the trust and commitment of customers to help corporate to develop retail business |
| Remark | |