

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Perform quality customer service plan
Code	107128L3
Description	In accordance with the established customer service plans, procedures and standards, implement customer service management and provide quality services to meet customer needs to help corporate to develop the retail business.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of quality customer service</p> <ul style="list-style-type: none"> • Familiar with the characteristics and functions of corporate products • Understand the corporate customer service plans • Understand the definition of quality customer service, including: <ul style="list-style-type: none"> ○ Difference between quality service and service ○ The form of quality service <ul style="list-style-type: none"> ▪ Customer awareness ▪ Customer expectation ▪ Difference between standard services and real services ○ Understand the elements of e-business retail services, such as: <ul style="list-style-type: none"> ▪ Customer value - added services ▪ Customer service culture ▪ Customer satisfaction ○ Understand the rules and skills that the retail service providers must follow, for example: <ul style="list-style-type: none"> ▪ Code of Discipline and service ▪ Good communication skills ▪ Good personal image ▪ Understand the customer's psychology <p>2. Implement quality customer service plan</p> <ul style="list-style-type: none"> • Provide customer service in accordance with the standards of corporate: <ul style="list-style-type: none"> ○ Master the various factors that affect the customer's choice of products or services ○ Patiently listen to customer inquiries / comments Identify the customer's real needs and properly handle the customer's problems ○ Analyse customer comments or complaints ○ Record management of service quality ○ Record management of customer file and information ○ Digitalization of customer service management including: <ul style="list-style-type: none"> ▪ Web database ▪ Customer confidential database • Improve the quality of the business services and customer services by considering the changes in the market environment. <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Respect personal privacy when dealing with customer's personal information. Never disclose, transfer or resell any customer information to third parties before being authorized

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	<ul style="list-style-type: none">• In the implementation of customer service plan, interest of corporate and customers must be taken into consideration.• Establish and maintain high quality customer service relationship with sincere attitude and good interpersonal communication skills
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Implement customer service management according to the established guidelines• Provide quality customer service so that customers leave a good impression to the products and services of the corporate for business development
Remark	