Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Perform customer relationship management system operating procedures
Code	107129L3
Description	In accordance with corporate procedures and standards, apply the corporate customer relationship management system to provide quality services to meet customer needs so as to support the corporate retail business development.
Level	3
Credit	6 （For Reference Only）
Competency	Performance Requirements 1. Master the relevant knowledge of customer relationship management system - Understand the reasons and value of corporate customer relationship management system - Reduce operating costs - Increase conversion rate - Improve customer repurchase rate - Increase sales - Improve management standards - Understand the basic module classification of corporate customer relationship management system, including: - Sales module - Marketing module - Customer service module - Call center module - E-business module - Familiar with the basic functions and characteristics of enterprise customer relationship management system 2. Perform customer relationship management system operating procedures - In accordance with the corporate customer relationship management system operating procedures, provide customers quality service, for example: - Reception of customers and self-introduction - Identify the identity of the customer - Patiently listen to customer inquiries / opinions - Properly handle customer issues and provide useful information to customers - Use enterprise customer relationship management system functions, such as database, network, voice, multimedia and other technologies, so that customers can personally experience the corporate quality customer reception program 3. Exhibit professionalism - In the reception of customers, meet the requirements and maintain the image of the corporate - Have a customer-centric attitude
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: Understand the reasons, value, function and characteristics of the corporate customer relationship management system

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	• In accordance with the procedures of corporate, apply the customer relationship management system to provide polite reception to customers and to handle customer inquiries or transactions
Remark	