

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Review products and services to maintain customer satisfaction
Code	107131L4
Description	Follow the corporate guidelines to ensure the customer satisfaction with the products and services. Also, conduct regular review of products and services to maintain customer satisfaction
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the factors that affect customer satisfaction</p> <ul style="list-style-type: none"> • Understand the importance of customer relationships and customer service • Master the customer service procedures and policies • Understand the products / services supplied by businesses, stores, or websites • Understand the factors that affect customer satisfaction: <ul style="list-style-type: none"> ○ Product / service features ○ Product / service price ○ Quality stability ○ Packaging aesthetics and safety ○ Product diversification • Master the technology of customer survey and analysis <p>2. Review products and services to maintain customer satisfaction</p> <ul style="list-style-type: none"> • Conduct market research to analyse customer needs and satisfaction with product / service, for example: <ul style="list-style-type: none"> ○ Conduct regular customer surveys ○ Conduct regular focus groups / general customer surveys on retail websites ○ All-round investigation including the corporate website and the service sites • Master the performance data of the product / service • Compare performance with competitors and analyse marketing strategies • Develop plans to promote products / services based on market research reports, such as: <ul style="list-style-type: none"> ○ Marketing and marketing strategies ○ Image innovation ○ Repackage ○ Price adjustment ○ Website upgrades and updates ○ Increase inventory ○ Conduct internal staff training: • Coordinate with relevant departments to implement improvement plans • Monitor the performance and satisfaction of products / services, and consider terminating the sale or provision of products or services that are often poorly performing <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Protect the interests of corporate when reviewing products / services • Maintain professional attitude and not make fraud or fraud
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to:

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	<ul style="list-style-type: none">• Apply the market survey data to review the customer's product / service level to maintain customer satisfaction
Remark	