

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Review customer service
Code	107133L4
Description	According to the corporate strategy and objectives, effectively evaluate the customer service plans and performance indicators to improve customer service so as to enhance the image and the development of retail e-business of the corporate.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of customer services</p> <ul style="list-style-type: none"> • Understand the corporate strategy and objective of retail e-business • Understand the corporate customer service plan and service indicators • Understand the format of corporate customer services, for example <ul style="list-style-type: none"> ○ Quantitative measures of customer services (e.g. statistical data of complaints / feedbacks) ○ Standard of customer services ○ Level of understanding from customers ○ Expectation from customers ○ Difference between the standard of customer services and service expectation ○ Effectiveness of customer service improvement ○ Advantage of services <p>2. Review customer service plan</p> <ul style="list-style-type: none"> • Evaluate customer service plan including principle, scope, ways, steps, workflow, security and limitation etc. • Set and quantify customer service indicators, for example: <ul style="list-style-type: none"> ○ Sales volume ○ Frequency of customer visits (online and offline) ○ Profit return ○ Number of complaints ○ Ratio of new customers vs lost customers • Setup the review plan of customer services <ul style="list-style-type: none"> ○ Scope of review ○ Methodology of review ○ Steps of review ○ Management of follow-up and improvement • Review the customer service plan • Prepare report of customer service improvement plan <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Review the customer service plan according to the corporate strategy and objective • Maintain the professional attitude to ensure satisfactory customer services
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • According to the corporate objective, review the customer service plan and indicators, and improve the service for retail e-business development • Setup the review plan of customer service

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Remark	
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