

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Develop customer service performance guidelines
Code	107134L5
Description	Formulate and implement a set of appropriate customer service performance criteria in accordance with the corporate customer relationship strategy to enhance the corporate image and retail business.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of customer service performance guidelines</p> <ul style="list-style-type: none"> • Understand the established customer relationship strategy • Master the personnel involved in the implementation of customer service and the allocation of personnel and resources • Understand the customer's requirements for retail products provided, for example: <ul style="list-style-type: none"> ○ Type of products ○ The quality of the products ○ Whether the products are timely ○ Price of products • Understand the customer's requirements for online and offline retail service, such as: <ul style="list-style-type: none"> ○ respond to customer inquiries with satisfaction ○ honor the customer's commitment ○ take care of the customer's specific needs or requirements ○ whether the website can take care of the customer's requirements • Master the general customer service performance indicators in the retail e-business <p>2. Develop customer service performance guidelines</p> <ul style="list-style-type: none"> • According to the established customer relationship strategy, define the scope and standard of provision of customer services • Analyse customer opinions and identify customer requirements for business services • Define the quality assurance objectives for customer services • Analyse the operation and requirements of different retail e-business units of the corporate to establish quality standards for customer service • Implement the quality assurance management in the daily operation of customer services • Plan measures to ensure the smooth implementation of customer service, including: <ul style="list-style-type: none"> ○ Conduct activities to enhance the commitment of staff to customer services implementation ○ Conduct staff training to enhance the awareness of quality assurance policy and implementation details ○ Define the training needs of staff on product management • Plan different measures to promote the culture of quality services including: <ul style="list-style-type: none"> ○ Establish outstanding staff performance award for customer services ○ Arrange quality service activities to enhance customer relationship for business development <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Strictly follow the corporate established customer relationship strategy to setup and implement the customer services performance guidelines

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	<ul style="list-style-type: none">• Protect the interests of corporate and customers
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none">• Analyse the requirements from customers, services efficiency and operation needs of different business units so as to setup the customer services performance guidelines; and• Use different channels to enable staff to understand the performance guidelines of customer services. Based on the different training needs of staff, arrange suitable activities to promote the performance indicates and the quality service culture.
Remark	