

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Establish customer service plan
Code	107135L5
Description	According to the corporate marketing strategy and the trend of market development, establish the customer service plan to provide quality services, enhance the corporate image and development the corporate retail e-business.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of customer service plan</p> <ul style="list-style-type: none"> • Understand the guidelines and requirements of quality customer services in retail industry • Understand the advantages and challenges of retail e-business • Understand the policy of the corporate retail e-business and its future development direction • Understand the trend of the market environment of retail e-business • Understand the impact of government policies and measures on the retail e-business and the development of customer service programs • Understand similar customer service plan from the market competitors <p>2. Establish customer service plan</p> <ul style="list-style-type: none"> • According to the corporate operating policies and market trends, develop the customer service plan for retail e-business including: <ul style="list-style-type: none"> ○ Set the service operating system <ul style="list-style-type: none"> ▪ System framework and organizational structure ▪ Key-personnel for the system ○ Set the daily operation plan for the corporate <ul style="list-style-type: none"> ▪ Customer service code of practice and employee discipline ▪ Design process and steps of retail services ○ Define the position for the corporate customer services and identify the target group of customers ○ Set the customer services plan for the corporate retail e-business <ul style="list-style-type: none"> ▪ Corporate retail e-business website database ▪ Procedures for processing electronic inquiry • Master the market changes and suitably adjust the customer service plan • Master the changes of customer service plan from the market competitors and suitably adjust the customer service plan <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Take into consideration of protecting the interests of corporate and customers during the establishment of the customer service plan • Ensure to the customer service plan comply with the regulatory requirements such as the Personal Data (Privacy) Ordinance
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Establish suitable customer service plan according to the corporate operating strategy and the development trend of the market. The plan could consolidate and develop of the corporate retail e-business.

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	<ul style="list-style-type: none">• Master the market changes and suitably adjust the customer service plan to enhance the corporate competitiveness.
Remark	