

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Develop Customer Services Management (CSM) strategy
Code	107137L6
Description	According to the business objectives of corporate, develop effective customer services management strategy to satisfy the customers' needs so as to enhance the corporate image and develop the retail e-business of the corporate.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of Customer Services Management (CSM) strategy</p> <ul style="list-style-type: none"> • Understand the importance of CSM strategy • Understand the theory of CSM, for example: <ul style="list-style-type: none"> ○ Total solution of customer services ○ Market services concept such as market opportunity ○ Strategy of service operation such as analysis of resource allocation ○ Total solution of service delivery ○ Differentiation of target customers ○ Combination of customer services and communication management ○ Demands of service and strategy of supply ○ Measurement of service quality ○ Understand the standard of market competitors and the overall market for comparison. <p>2. Develop CSM strategy</p> <ul style="list-style-type: none"> • According to the overall goal of the corporate, develop effective customer services management strategy by applying the professional knowledge of customer services <ul style="list-style-type: none"> ○ Develop customer services management plan, for example: <ul style="list-style-type: none"> ▪ Operation of services management ▪ Consolidation of service workflow ▪ Contents, supports, quality and pricing of services ▪ Strategy for promotion customer services ▪ Strategy for electronic and website services ▪ Strategy for consolidating customer communication ○ Set the external and internal customer services strategy to change the service culture within corporate <ul style="list-style-type: none"> ▪ Revise the strategy of corporate organization or system such as recruitment, training, staff appraisal etc. ▪ Define the scope of review for customer services such as customers, staff, management level and external people etc. ○ Based on the established service standard, identify the weakness for further improvement so as to maintain the customer services quality • Review the investment required for customer service, anticipate short- and long-term returns to develop customer service management strategies • Develop long-term customer service development and global customer service strategy, for example: <ul style="list-style-type: none"> ○ Expand local customer service strategy <ul style="list-style-type: none"> ▪ Single / diversified product strategy ▪ Centralized or regional diversification strategy

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	<ul style="list-style-type: none"> ○ China 's cross - border e-business customer service strategy <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Take into consideration of protecting the interests of corporate and customers during the development of the CSM strategy • Comply the Personal Data (Privacy) Ordinance in considering and developing the CRM strategy
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • According to the mission and objectives of the corporate, develop an effective customer service management strategy to meet customer requirements • Through the development of effective customer service management strategy to enhance the brand image of corporate and enable the long-term development of the corporate
Remark	