Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Relationship Management

Title	Manage online customer complaint
Code	107183L3
Description	Customers launch complaint due to the dissatisfaction with the products or services. Staff of the corporate e-business units has to resolve the customers' dissatisfaction or report the complaint.
Level	3
Credit	6（For Reference Only）

Competency	Performance Requirements
	1. Understand the principles and methods of handling complaints
	
	• Understand the corporate guidelines and procedures to handle customer complaints
	• Master the basic principles of handing complaints
	  o Be sincere to help customers solve the problem
	  o Do not argue with customers and do not use radical language
	  o Protect the interest of corporate
	• Methods to handle complaints
	  o Listen carefully
	  o Ask questions carefully
	  o Politely end the conversation
	• Quickly respond to complaints and categorize the types of complaints that which could be resolved on site or have to report to senior management for handling.
	• Record the customer complaints including time, channels (could be in the format of e-mail, website reviews, social media platforms, etc.), the details of the complaint issue and complainant etc.
	• Follow-up with the complaint and provide feedbacks to the customers within a specified period of time with various channels (e.g. email or telephone call etc.)
	
	2. Master the technique in handling complaints
	
	• Technique to handle upgraded complaints
	• Technique to handle difficult complaints
	• Look for a win-win situation
	• Master the technique to comfort highly emotional customers
	
	3. Exhibit professionalism
	
	• Keep polite, rational, empathy and possess the skills to listen carefully
	• Use interpersonal communication skills to establish and maintain quality customer service relationships
	• In dealing with customer complaints, take into account the interests of corporate and customers and to achieve a balance

Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • Understand the principles and basic methods in handling complaints • Be flexible to handle complaints
Remark	