

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Relationship Management

Title	Investigate online customer satisfaction
Code	107184L3
Description	Investigate online customer satisfaction to reduce customer attrition rate and to support the corporate customer relationship management.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the objectives of investigation</p> <ul style="list-style-type: none"> • The core of the investigation is to determine the extent to which products and services meet the customer's desires and needs. The following objectives should be met: <ul style="list-style-type: none"> ○ Identify key performance factors that lead to customer satisfaction ○ Assess the satisfaction indicators of the corporate and the major competitors <p>2. Select the appropriate investigation methods</p> <ul style="list-style-type: none"> • Understand the e-business and sales strategy of the corporate • Establish online complaint and suggestion system <ul style="list-style-type: none"> ○ Customer-centric corporate should facilitate their customers to provide their suggestions and complaints by establishing the relevant online system. • Build the customer satisfaction form. <p>3. Develop the workflow of customer satisfaction investigation</p> <ul style="list-style-type: none"> • Quantify and set the weighting of customer satisfaction indicators • Select appropriate target for investigation • Collect the customer satisfaction data • Apply appropriate software tool to analyze the investigation results • Implement and enhance the investigation plan <p>4. Exhibit professionalism</p> <ul style="list-style-type: none"> • Keep professional attitude in the investigation process. Could not make deception or fraud.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Select appropriate tool and methods to conduct investigation to collect effective data of customer satisfaction.
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