

**Specification of Competency Standards**  
**for the Retail Industry**  
**Unit of Competency**

Functional Area - Customer Relationship Management

Title	Maintain and improve online customer relationship strategy
Code	107187L5
Description	In the e-business sales process, provide satisfactory services to customers to improve the customer relationship and nurture customer loyalty.
Level	5
Credit	12 ( For Reference Only )
Competency	<p>Performance Requirements</p> <p>1. Understand the general requirements of online customers</p> <ul style="list-style-type: none"> <li>• Provide a full range of information services. Customers need to receive comprehensive information before making the decision of purchase.</li> <li>• Understand that e-business is a diversified and personalized service which is characterized by different needs for each customer to provide the appropriate information services</li> <li>• Provide a wide range of promotional services</li> </ul> <p>2. Develop online customer relationship strategy</p> <ul style="list-style-type: none"> <li>• Pre-sales service strategy <ul style="list-style-type: none"> <li>○ Before the product sales, through the network channels to provide customers with product introductions, product recommendations, shopping instructions and other information to help customers to make purchase decision.</li> <li>○ Build virtual exhibition hall to fully display the product image and to stimulate the desire to purchase.</li> </ul> </li> <li>• In-sales service strategy <ul style="list-style-type: none"> <li>○ In the transaction process, the corporate provides the customers with the convenient product inquiry and shopping guide consultation. Successful purchase could be achieved through simple and efficient product order process, safe and quick payment process and the fast and efficient product distribution services.</li> <li>○ Establish real-time communication system to enhance consumer confidence in online purchase.</li> </ul> </li> <li>• After-sales service strategy <ul style="list-style-type: none"> <li>○ Understand the two types of online after-sales services including 1) basic online product consumption support and technical services, and 2) a variety of addition benefits from corporate to meet the additional needs of customers</li> <li>○ Analyze and compare the sales service between online and traditional sales process. Key features include convenient, flexible, cost effective and direct self-service which greatly enhance the competitiveness of corporate.</li> <li>○ Channels of after-sales service include: <ul style="list-style-type: none"> <li>▪ Provide “Frequently Asked Questions” (FAQ) page to provide relevant product and corporate information. The information could trigger the interest of customers and help those who have encountered problems in using the products.</li> <li>▪ Establish online community over the corporate website to let customers to chat or comment on the corporate products or service. It also services a real-time communication channel between the after-sales service team and the customers.</li> </ul> </li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li>▪ Establish a mailing list for customer registration. Regularly email message could be sent to customers to deliver the latest development of corporate so as to strengthen the customer relationship.</li> </ul> <p>3. Maintain and improve online customer relation</p> <ul style="list-style-type: none"> <li>• Identify customers <ul style="list-style-type: none"> <li>○ Collect more customer information through online channels</li> <li>○ Examine and update new customer information and delete old information</li> </ul> </li> <li>• Analyze the difference of customers <ul style="list-style-type: none"> <li>○ Identify high-end customers for corporate</li> <li>○ Investigate whether some customers only order one or two products but order a variety of related products from other channels</li> <li>○ Review the customers who have repeatedly launched complaints to the corporate</li> </ul> </li> <li>• Maintain good communication with customers <ul style="list-style-type: none"> <li>○ Contact customers from competitors to compare the difference of service standard</li> <li>○ Improve the handling of customer complains</li> </ul> </li> </ul> <p>4. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Deal with customer information in a rigorous manner to avoid breaking the Personal Data (Privacy) Ordinance</li> <li>• Keep a balance of interests between corporate and customers.</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Master the factors and methods to improve customer relations.</li> <li>• Master the demands and characteristics of online customers.</li> </ul>
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