

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Marketing Management

Title	Enhance online sales performance strategy and skills
Code	107280L3
Description	Enhance the level of customer service and establish effective logistics channels. Master the network of integrated marketing methods to enhance online sales.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the way to improve customer service</p> <ul style="list-style-type: none"> • Perform customer tracking services • Manage customer complaint information • Assess the level of after-sales service <p>2. Establish effective logistics channels</p> <ul style="list-style-type: none"> • Knowledge of the packaging of goods, storage, handling, transportation, storage, a library, distribution, inventory • Operate warehouse management system • Master the knowledge and channels of product procurement <p>3. Apply methods of internet marketing</p> <ul style="list-style-type: none"> • Search engine optimization and marketing • Social media platform marketing, such as Facebook, Twitter • E-mail marketing • Mobile application platform marketing, such as WhatsApp, LINE • Forum marketing • News marketing • Soft article marketing • Viral marketing • Network integration marketing <p>4. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure the development of corporate services, logistics and online sales could effectively improve the business performance.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Master the methods to improve customer service • Establish effective logistics channels • Apply network integrated marketing method
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