

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Sales, Marketing and Multi-channel Sales Management

Title	Promote loyalty programmes to customers
Code	111241L2
Range	This unit of competency (UoC) is applicable to staff responsible for customer service and sales promotion in the retail industry. Practitioners have the ability to introduce / promote the organisation's loyalty programme to customers, such as members' benefits and advantages, in order to enhance customer loyalty to the organisation and to exhibit the organisation's professional service attitude towards customers and its future development policy, etc.
Level	2
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of customer loyalty programmes</p> <ul style="list-style-type: none"> • Understand details of the organisation's customer loyalty programme including periodical special offers, co-branded promotion discounts, gifts, customer redemption and exercise methods, programme implementation guidelines, etc. • Understand the purpose of launching customer loyalty programmes (e.g. to increase customer retention rate, to increase customer support and loyalty, to lower the cost) and the programme content, characteristics, benefits for customers, etc. • Understand customer pain points • Understand good customer relationship skills (e.g. skills in arousing customers' attention and interest, promotional skills, customer preference) • Understand the basic factors that affect the promotion of customer loyalty programmes • Understand ordinances that protect consumers' rights and personal privacy data <p>2. Promote loyalty programmes to customers</p> <ul style="list-style-type: none"> • Apply customer communication skills to explain / promote the organisation's customer loyalty programme to customers, including: <ul style="list-style-type: none"> ○ Introduce the characteristics and strengths of the organisation's loyalty programme and its future development ○ Provide information about the loyalty programme ○ Respond to customers' questions and inquiries about the programme • Handle all necessary procedures for customers' participation in the loyalty programme in order to turn them into loyalty ambassadors in accordance with the established procedures <ul style="list-style-type: none"> ○ Explain the loyalty programme in detail including its terms and conditions, rules and regulations, etc. ○ Assist customers in completing the membership application forms ○ Assist customers to complete the membership application procedures ○ Confirm customers' voluntary participation in the loyalty programme by their signature ○ Check the accuracy of information provided by customers ○ Provide necessary evidence for customers (e.g. membership card / access code for members) ○ Plan and formulate loyalty programmes • Regularly report to supervisor the promotion progress of the customer loyalty program, market reaction and customer retention rate <p>3. Exhibit professionalism</p>

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	<ul style="list-style-type: none">• Comply with the Personal Data (Privacy) Ordinance in collecting customer information• Make recommendations to supervisor to improve the customer loyalty programme
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none">• Introduce and promote the organisation's loyalty programme to customers including to explain how to use, redemption methods, its financial, life and emotional benefits as well as the brand value; various discounts, and to emphasise privacy protection features; and• Apply customer relationship skills to encourage customers to join the loyalty programme voluntarily in order to enhance customers' loyalty to the organisation.
Remark	This UoC is adopted from 105043L2.