

Specification of Competency Standards
for the Retail Industry
Unit of Competency

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

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| Title | Make use of technology to enhance creativity and efficiency |
| Code | 111249L3 |
| Range | This unit of competency (UoC) is applicable to staff responsible for customer service, sales, marketing and/or multi-channel sales management in the retail industry. Practitioners have the ability to apply skills, including the use of technology, to enhance creativity in problem solving and innovation so as to increase individual, team and organisational efficiency. |
| Level | 3 |
| Credit | 3 (For Reference Only) |
| Competency | <p>Performance Requirements</p> <p>1. Understand the relevant knowledge</p> <ul style="list-style-type: none"> • Understand the concept of digitisation • Understand the existing technology in the market (e.g. cloud computing) • Recognise emerging innovative business models / processes in the industry (e.g. automated checkout, in-store tracking, auto-replenishment) <p>2. Make use of technology to enhance creativity and efficiency</p> <ul style="list-style-type: none"> • Before introduction of innovative technology system / solution <ul style="list-style-type: none"> ○ Accept the feasibility of innovative technology system / solution to improve work efficiency ○ Explore potential opportunities of introducing innovations within related functional area and make recommendations to superior ○ Identify work processes where technology can be used to improve efficiency and make recommendations to superior ○ Understand the details of potential innovative technology system / solution • Trial period / parallel run period / initial stage of formal introduction of innovative technology system / solution <ul style="list-style-type: none"> ○ Test innovative technology system / solution to solve business problems (e.g. enhance seamless shopping experience) as directed by superior ○ Collect business data, information and reports according to the instructions of superior for comparison of individual, team and organisational efficiency before and after the implementation of innovative technology system / solution, and provide the basis for its formal introduction • After introduction of innovation technology system / solution <ul style="list-style-type: none"> ○ Use cloud creative technology to assist the organisation to build a powerful data analytics platform for improving customer service and experience, sales, marketing and/or multi-channel sales management as a whole ○ Make recommendations for adjustment and optimisation to superior according to implementation status <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Make reference to best practices in the market to prepare for the introduction of innovative technology system / solution |
| Assessment Criteria | <p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Explore potential opportunities to introduce innovations within related functional area and make recommendations to superior; and |

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| Remark | |