

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

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

Title	Formulate after-sales service plans
Code	111262L5
Range	This unit of competency (UoC) is applicable to staff of the management level in the retail industry. Practitioners have the ability to formulate an appropriate after-sales service plan to fit in with the organisation's customer service and sales strategies in order to assist the retail business development.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Evaluate the knowledge of after-sales service</p> <ul style="list-style-type: none"> <li>• Understand the organisation's customer service and sales strategies</li> <li>• Understand customers' requirements and purchasing power for goods</li> <li>• Understand the characteristics of the goods of the organisation and its after-sales service</li> <li>• Understand that after-sales service is an important measure to make the organisation responsible for consumers, also a means to increase product competitiveness</li> <li>• Evaluate the details of after-sales service, including: <ul style="list-style-type: none"> <li>○ Installation and debug of products for consumers</li> <li>○ Technical guidance in areas like usage at the requests of consumers</li> <li>○ Guaranteed supply of spare parts for maintenance</li> <li>○ Responsibility of maintenance service</li> <li>○ Provision of "Three Guarantees" for products, i.e. guarantee for repair, replacement and return</li> <li>○ Answering consumers' enquiries</li> </ul> </li> <li>• Understand details of after-sales service provided by competitors</li> </ul> <p>2. Formulate after-sales service plans</p> <ul style="list-style-type: none"> <li>• Formulate an appropriate after-sales service plan to cope with the organisation's customer service and sales strategies</li> <li>• Make decisions by referring to the following factors and make the formulated after-sales service network applicable within and outside the territory <ul style="list-style-type: none"> <li>○ Local economy and sales ability</li> <li>○ Local government policy</li> <li>○ Social cultural background</li> <li>○ Financial capability of the organisation</li> <li>○ Business strategies of the organisation</li> <li>○ Brand image of the organisation</li> <li>○ Marketing strategies of the organisation, etc.</li> </ul> </li> <li>• Formulate the standard of after-sales service quality, and provide quality after-sales service for customers</li> <li>• Formulate the assessment principles for after-sales service, in order to assess the service standard of after-sales service staff</li> <li>• Clearly explain to customers the after-sales service provided by the organisation</li> <li>• Collect consumers' opinions on the product quality and make improvement accordingly</li> <li>• Regularly review the after-sales service plan (e.g. comparing the service quality of competitors), and give improvement suggestions to the higher level</li> </ul>

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	<p>3. Exhibit professionalism</p> <ul style="list-style-type: none"><li>• Ensure that the formulated after-sales service plan complies with the related ordinances of the local government</li></ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"><li>• Formulate an appropriate after-sales service plan to cope with the organisation's customer service and sales strategies; and</li><li>• Review the after-sales service plan and give improvement suggestions to strengthen after-sales service network and enhance after-sales service quality.</li></ul>
Remark	<p>This UoC is adopted from 105064L5.</p>