

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Relationship Management

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| Title | Provide product information |
| Code | 111271L2 |
| Range | This unit of competency (UoC) is applicable to the supporting staff of the corporate e-business units. Practitioners have the ability to understand the corporate products in detail, and provide comprehensive product information to the customers. |
| Level | 2 |
| Credit | 3 (For Reference Only) |
| Competency | <p>Performance Requirements</p> <p>1. Understand the corporate product information including:</p> <ul style="list-style-type: none"> • Function of the product • Price of the product • Basic structure of product • Quality and specifications of product • Application areas of product • Advantages of product • Precautions of using the product • Sales channel of product <p>2. Provide product information</p> <ul style="list-style-type: none"> • Understand the key features of the products and explain to the customers • Answer the potential questions about the products from the customers • Introduce different sales channels of the corporate <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Introduce the products based on its actual specifications. Could not exaggerate its function and applications • Take reference to the Trade Descriptions Ordinance from the government to ensure the product information provided fulfil the legal requirements |
| Assessment Criteria | <p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Comprehensively understand the product information; and • Deliver accurate product information. |
| Remark | This UoC is adopted from 107181L2 |