

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Relationship Management

Title	Deal with customer complaints
Code	111272L3
Range	this unit of competency (UoC) is applicable to the staff responsible for customer relationship management. Practitioners have the ability to deal with customer complaints about the products or services, resolve the customers' dissatisfaction and report the complaint.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the principles and methods of handling complaints</p> <ul style="list-style-type: none"> • Understand the corporate guidelines and procedures to handle customer complaints • Master the basic principles of handling complaints <ul style="list-style-type: none"> ○ Help customers solve the problem ○ Do not argue with customers and do not use radical language ○ Protect the interest of corporate • Methods to handle complaints <ul style="list-style-type: none"> ○ Listen carefully ○ Ask questions carefully ○ Record the questions ○ Politely end the conversation • Identify the types of complaints according to established complaint guidelines and procedures, including those that can be resolved immediately and those that must be reported for resolution • Record the customer complaints including time, channels (e.g. could be in the format of e – mail, website reviews, social media platforms), the details of the complaint issue and complainant etc. • Follow-up with the complaint and provide feedbacks to the customers within a specified period of time with various channels (e.g. email or telephone call) <p>2. Deal with customer complaints</p> <ul style="list-style-type: none"> • master technique to handle upgraded complaints • master technique to handle difficult complaints • Look for a win-win situation • Master the technique to comfort highly emotional customers <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Use interpersonal communication skills (e.g. listening) to establish and maintain quality customer service relationships • In dealing with customer complaints, take into account the interests of corporate and customers and to achieve a balance
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Apply the basic principles, methods, and skills in handling complaints and record the handling progress and results.
Remark	This UoC is adopted from 107183L3. The UoC title is revised.