

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Relationship Management

Title	Investigate customer satisfaction
Code	111273L3
Range	this unit of competency (UoC) is applicable to the staff responsible for customer relationship management. Practitioners have the ability to investigate online customer satisfaction to reduce customer attrition rate and to support the corporate customer relationship management.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the objectives of investigation</p> <ul style="list-style-type: none"> • The core of the investigation is to determine the extent to which products and services meet the customer's desires and needs. The following objectives should be met: <ul style="list-style-type: none"> ○ Identify key performance factors that lead to customer satisfaction ○ Assess the satisfaction indicators of the corporate and the major competitors <p>2. Investigate customer satisfaction</p> <ul style="list-style-type: none"> • Select the appropriate investigation methods <ul style="list-style-type: none"> ○ Understand the business and sales strategy of the corporate ○ Establish online and offline complaint and suggestion system <ul style="list-style-type: none"> ▪ Customer-centric corporate should facilitate their customers to provide their suggestions and complaints by selecting appropriate channels and establishing the system ○ Build the customer satisfaction form. • Develop the workflow of customer satisfaction investigation <ul style="list-style-type: none"> ○ Quantify and set the weighting of customer satisfaction indicators ○ Select appropriate target for investigation ○ Collect the customer satisfaction data ○ Apply appropriate software tool to analyse the investigation results ○ Implement and enhance the investigation plan <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Do not engage in deceptive or fraudulent conduct when reviewing products or services
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Select appropriate tool and methods to conduct investigation to collect effective data of customer satisfaction.
Remark	This UoC is adopted from 107184L3. The UoC title is revised.