

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Relationship Management

Title	Manage crisis of internet public relations
Code	111275L4
Range	this unit of competency (UoC) is applicable to the staff responsible for customer relationship management. Practitioners have the ability to operate the monitoring system of network crisis events according to the organisation's established customer relationship management strategy. When a crisis occurs, practitioners help the organisation discover the root causes of the crisis, reduce the destructive crisis and protect the corporate image and brand from damage.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the characteristics of internet crisis and the harm</p> <ul style="list-style-type: none"> • Understand the characteristics of internet crisis <ul style="list-style-type: none"> ○ Sudden ○ Destructive ○ Uncertainty ○ Urgency ○ Public concern • Understand the harm of internet crisis <ul style="list-style-type: none"> ○ Larger scale of the outbreak ○ Spread faster and more widely ○ Larger destruction. The authority of comments even transfers from the enterprise to the Internet users causing greater controversy <p>2. Manage crisis of internet public relations</p> <ul style="list-style-type: none"> • Implement the organisation's established customer relationship management strategy online <ul style="list-style-type: none"> ○ Establish an accurate sense of crisis ○ Establish early warning systems for crises ○ Set up a crisis management team to formulate crisis management plans ○ Perform simulation training for crisis management ○ Use public relations tools to build and maintain relationship with the public to get more supporters • Optimise corporate crisis management strategy <ul style="list-style-type: none"> ○ Pay due attention to the internet media ○ Timely disclosure of various information on the crisis ○ Integrate various network resources to consolidate information dissemination ○ Pay attention to the role of opinion leaders ○ Pay attention to build internet reputation <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • The internet crisis strategy developed shall not contravene the relevant provisions of the laws of Hong Kong • Work on the details and proactively identify opportunities for improvement
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Understand the characteristics of corporate crisis in the internet environment; • Perform prior warning work before crisis happens; and

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	<ul style="list-style-type: none">• Develop and optimize network crisis management strategy.
Remark	This UoC is adopted from 107157L4. The UoC title is revised.