

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Relationship Management

Title	Maintain and improve customer relationship strategy
Code	111276L5
Range	This unit of competency (UoC) is applicable to the staff responsible for customer relationship management. Practitioners have the ability to provide services to customers in the new era of retail to improve the customer relationship and nurture customer loyalty.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Analyse customer requirements in the new era of retail</p> <ul style="list-style-type: none"> • Provide a full range of information services. Customers need to receive information before making the decision of purchase (e.g. product return and exchange policy, warranty period) • Understand that e-business the new era of retail is a diversified and personalised service which is characterised by different needs for each customer to provide the appropriate information services • Provide a wide range of promotional services (e.g. convenience of online ordering for festival exclusive special offers, allowing customers to choose their preferred method of pickup) • Analyse development of a comprehensive customer relationship strategy <ul style="list-style-type: none"> ○ Pre-sales service strategy <ul style="list-style-type: none"> ▪ Before the product sales, through the appropriate online and offline channels to provide customers with product introductions, product recommendations, shopping instructions and other information to help customers to make purchase decision ▪ Build virtual and/or physical exhibition hall to fully display the product image and to stimulate the desire to purchase ○ In-sales service strategy <ul style="list-style-type: none"> ▪ In the transaction process, the corporate provides the customers with the convenient product inquiry and shopping guide consultation. Successful purchase could be achieved through product order process, payment process and product distribution services ▪ Establish real-time communication system to enhance consumer confidence in online purchase ○ After-sales service strategy <ul style="list-style-type: none"> ▪ Understand the two types of online after-sales services including 1) basic online product consumption support and technical services, and 2) a variety of addition benefits from corporate to meet the additional needs of customers ▪ Analyse and compare the sales service between online and traditional sales process including convenient, flexible, cost effective and direct self-service which enhance the competitiveness of corporate ○ Channels of after-sales service, e.g.: <ul style="list-style-type: none"> ▪ Provide “Frequently Asked Questions” page to provide relevant product and corporate information that could trigger the interest of customers and help those who have encountered problems in using the products ▪ Establish online community over the corporate website to provide real-time communication channel between the after-sales service team and the customers

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	<ul style="list-style-type: none"> ▪ Establish a mailing list for customer registration. Regular email message could be sent to customers to deliver the latest development of corporate so as to strengthen the customer relationship <p>2. Maintain and improve customer relationship strategy</p> <ul style="list-style-type: none"> • Identify customers <ul style="list-style-type: none"> ○ Collect more customer information through online and offline channels ○ Examine and update new customer information and delete old information • Analyse the difference of customers <ul style="list-style-type: none"> ○ Identify high-end customers for corporate ○ Investigate whether some customers only order one or two products but order a variety of related products from other channels ○ Review the customers who have repeatedly launched complaints to the corporate • Maintain good communication with customers <ul style="list-style-type: none"> ○ Contact customers from competitors to compare the difference of service standard ○ Improve the handling of customer complains <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Follow the Personal Data (Privacy) Ordinance when dealing with customer information • Keep a balance of interests between corporate and customers
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Master the factors and methods to improve customer relations and the demands and characteristics of online customers; • Develop a comprehensive customer relationship strategy; and • Maintain and improve customer relationship strategy.
Remark	<p>This UoC is adopted from 107187L5. The UoC title is revised. The QF credit is adjusted from 12 to 6.</p>