

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Provide support and advice to customers
Code	111327L1
Range	This unit of competency (UoC) is applicable to staff responsible for customer service or sales-related work in the retail industry. Practitioners have the ability to provide general support to customers. Complex technical support / enquiries will be referred to suitable technical personnel or departments to follow up.
Level	1
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of general customer support</p> <ul style="list-style-type: none"> • Understand the importance of customer relationship and customer service • Master the customer service procedures of the organisation • Master interpersonal skills, including: <ul style="list-style-type: none"> ○ Letting the customers feel warm and courteous ○ Being sincere and willing to help ○ Letting the customers feel comfortable and reliable ○ Being objective and impartial • Master the basic skills of customer service • Master the features and characteristics of products / services <p>2. Provide support and advice to customers</p> <ul style="list-style-type: none"> • Answer general enquiries from visiting or calling-up customers on products / services • Use appropriate questioning techniques to identify customer's needs when they make requests or need help • Understand customers' questions or needs, and provide them with suitable advice / support, e.g.: <ul style="list-style-type: none"> ○ Recommend products and alternatives ○ Quote the product price and compare with similar products ○ Introduce product features, including the strengths, restrictions, operation, safety devices, etc. ○ Demonstrate the general operation and using steps of the products ○ Recommend associated care products and accessories ○ Seek help from the higher level for difficult questions or queries • Handle customer enquiries on different kinds of products / service effectively • Apply the good knowledge of products and shop facilities of the organisation in answering customers' general enquiries, e.g.: <ul style="list-style-type: none"> ○ Locations of and products / services provided by different departments ○ Provide information on prices, promotions and discounts ○ Car park location and free parking details ○ Information on locations, routes and charges of different forms of public transport ○ Other facilities of the shop / mall, e.g. public telephone and toilet • Explain clearly to the customers the reasons why it is more appropriate to refer their enquiries to other departments <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure that the advice / support provided satisfies customers' needs and requirements, and maintain good relationship with customers

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Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Apply customer service skills, understand customers' needs, and provide advice and support to their satisfaction.
Remark	This UoC is adopted from 105071L1.