

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Serve customers
Code	111328L1
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 use fundamental communication skills to serve customers according to corporate procedures and standard, and understand their needs in order to provide responses.
Level	1
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of serving customers</p> <ul style="list-style-type: none"> • Know about the basic knowledge of serving customers, including: <ul style="list-style-type: none"> ○ Requirements and standard of the organisation on one's individual appearance ○ Procedures and standard of the organisation on serving customers ○ Verbal communication and interpersonal skills • Know about the customers' psychological condition, preferences and needs for retail products, including: <ul style="list-style-type: none"> ○ Understand customers' preference and needs for products through information obtained from conversation with customers ○ Understand the shopping characteristics of different types of customers ○ Understand the range of products/service provided by the organisation • Understand the attitude required when handling customers, including: <ul style="list-style-type: none"> ○ Being polite (e.g. address customers with respect) ○ Being attentive (e.g. say "morning" when greeting in the morning) ○ Listening with patience (e.g. summarise key points succinctly) ○ Being sincere (e.g. demonstrate listening through eye contact, facial expressions, etc.) <p>2. Serve customers</p> <ul style="list-style-type: none"> • Make sure the personal appearance meets the established standard of the organisation • Serve customers and make self-introduction according to the established procedure of the organisation, and let the customers experience the serving procedures throughout the shopping process (including entering the shop, shopping and leaving the shop) • Employ communication skills (e.g asking customers questions in an open and direct manner) • Handle customer enquiries or transactions, and/or collect customers' contact and shopping information <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Follow the requirements of the organisation and maintain the corporate image when serving customers • Possess the customer-oriented service attitude (e.g. address customers with respect to make them feel valued)
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Handle customer inquiries or transactions with the attitude required when receiving customers; and collect customers' contact and shopping information in accordance with the organisation's procedures.

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Remark	This UoC is adopted from 105072L1.
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