

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Build up relationship with customers
Code	111329L2
Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. Practitioners have the ability to build up relationship with customers according to corporate procedures and standard, understand customers' purchase needs, provide suitable information to help them choose suitable products, and recommend new products and services to them.
Level	2
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of building up customer relationship</p> <ul style="list-style-type: none"> • Understand the importance of good customer relationship • Master the customer service policies and procedures of the organisation • Understand the legal requirements for maintaining customer database • Master the skills of building up customer relationship, e.g.: <ul style="list-style-type: none"> ○ Communication skills ○ Personal image ○ Customer psychology ○ Dealing with difficult customers • Master basic selling skills <p>2. Build up relationship with customers</p> <ul style="list-style-type: none"> • Use all kinds of formal and informal channels to communicate with customers, e.g.: <ul style="list-style-type: none"> ○ Meeting ○ Customer hotline (e.g. shown on the receipt) ○ Email / online conversation / Facebook ○ Customer feedback form (placed in all retail stores) ○ Fax • Use appropriate communication skills to build up trust with customers • Identify customers' purchase needs by: <ul style="list-style-type: none"> ○ Observing their body language ○ Asking about how to help them ○ Accessing the corporate customer database • Provide customer service <ul style="list-style-type: none"> ○ Leave the customers with good impression ○ Give accurate information to customers' enquiries ○ Provide products to meet customers' needs ○ Recommend suitable new products to the customers • Collect information from customers in permitted circumstances according to corporate guidelines for future promotional use (e.g. invite them to be VIP customers) <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Follow corporate guidelines and avoid fraudulent act in building up customer relationship
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Build up relationship with customers, understand their needs and help them choose suitable products.

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Remark	This UoC is adopted from 105074L2.
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