

**Specification of Competency Standards**  
**for the Retail Industry**  
**Unit of Competency**

Functional Area - Customer Services

Title	Use good communication skills to facilitate transactions
Code	111330L2
Range	This unit of competency (UoC) is applicable to the staff in the retail industry. Practitioners have the ability to use good communication and interpersonal skills to foster interaction with the customers, so as to gain their trust and commitment and align with the organisation's retail business development.
Level	2
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of communicating with customers</p> <ul style="list-style-type: none"> <li>• Know about the customer relationship strategies of the organisation</li> <li>• Understand the customer service performance criteria of the organisation</li> <li>• Understand the importance of establishing good relationship and fostering positive interaction with customers</li> <li>• Understand the elements of fostering positive interaction with customers, including: <ul style="list-style-type: none"> <li>○ Using effective listening and questioning techniques</li> <li>○ Understanding and dealing with customers' needs and complaints</li> <li>○ Following the customer relationship strategies</li> <li>○ Providing quality service environment</li> </ul> </li> <li>• Understand the organisation's procedures and correct ways of reporting customer feedback and complaints</li> </ul> <p>2. Use good communication skills to facilitate transactions</p> <ul style="list-style-type: none"> <li>• Have comprehensive interaction with customers according to the customer relationship strategies and guidelines of the organisation, e.g.: <ul style="list-style-type: none"> <li>○ Greet and farewell to customers</li> <li>○ Recommend organisation's products and services to customers at the right time</li> <li>○ Listen to customers' needs or enquiries</li> <li>○ Listen and take down customer's feedback or complaints on products or service</li> </ul> </li> <li>• Provide service to customers appropriately, including: <ul style="list-style-type: none"> <li>○ Communicating with customers in a professional manner according to corporate guidelines (e.g. address customers with respect)</li> <li>○ Meeting reasonable requirements of customers within the limit of authority delegated by the organisation</li> <li>○ Recording detailed information of customers accurately when necessary while protecting their privacy</li> <li>○ Try to get customers' future contact to help the organisation develop business</li> </ul> </li> <li>• According to corporate guidelines, handle emotional and difficult customers appropriately, including: <ul style="list-style-type: none"> <li>○ Trying not to stimulate the customers and calm down their emotion</li> <li>○ Recommending reasonable solutions that are allowed by the organisation and can effectively compensate the customers as far as possible</li> <li>○ Referring the customers to the higher level when necessary while still providing assistance</li> </ul> </li> <li>• Ensure that the communication with customers meets the customer service performance criteria established by the organisation</li> </ul>

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	3. Exhibit professionalism <ul style="list-style-type: none"><li>• Communicate with customers and prevent cheating of any kind</li></ul>
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"><li>• Use customer communication and interpersonal skills to foster positive interaction with customers; and</li><li>• Gain customers' trust and commitment so as to help the organisation develop its retail business.</li></ul>
Remark	This UoC is adopted from 105075L2.