

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Implement quality customer service scheme
Code	111331L3
Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. Practitioners have the ability to implement customer service management and provide quality service according to the quality customer service scheme, procedures and standards of the organisation so as to satisfy customer needs and develop the retail business of the organisation.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of quality customer service</p> <ul style="list-style-type: none"> • Understand the characteristics and features of the products of the organisation • Understand the customer service scheme of the organisation • Know the definition of quality customer service, including: <ul style="list-style-type: none"> ○ Difference between quality service and service ○ Forms of quality service <ul style="list-style-type: none"> ▪ Customer perception ▪ Customer expectation ▪ Discrepancy between standard service and real service • Understand the characteristics of customer service in the retail industry and the elements of retail service management, such as: <ul style="list-style-type: none"> ○ Customer value-added service ○ Customer service culture ○ Customer satisfaction • Understand the rules and skills for retail service staff, such as: <ul style="list-style-type: none"> ○ Discipline and service code ○ Communication skills ○ Personal image ○ Customer psychology <p>2. Implement quality customer service scheme</p> <ul style="list-style-type: none"> • Provide quality service to customers according to customer service standards of the organisation, e.g.: <ul style="list-style-type: none"> ○ Master factors affecting customer's choice of products or services ○ Listen patiently to customers' enquiries / feedback ○ Identify customers' real needs and handle their concerns ○ Analyse customers' feedback or complaints ○ Perform customer service management routines in retail locations ○ Service quality record management ○ Customer record and information management ○ Electronise customer service management, e.g.: <ul style="list-style-type: none"> ▪ Web database ▪ Confidential database for customer information • Review quality service standards and the quality of customer service provided by the organisation according to changes in market environment, and recommend improvements <p>3. Exhibit professionalism</p>

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	<ul style="list-style-type: none">• Respect personal privacy when handling personal information of customers, and will not disclose, transfer or re-sell any customer information to the third party without authorisation• Consider the benefit of both the organisation and the customers when implementing the customer service scheme• Build and maintain quality customer service relationship with a sincere attitude and good interpersonal skills
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none">• Implement customer service management according to established corporate procedures; and• Provide quality service and let the customers leave good impression on the products / services of the organisation, in order to strengthen and develop its business.
Remark	This UoC is adopted from 105076L3.