

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

Functional Area - Customer Services

Title	Manage customer service performance of frontline staff
Code	111334L3
Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. Practitioners have the ability to manage customer service performance of frontline staff; provide basic training and coaching when necessary.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the basic knowledge of customer service</p> <ul style="list-style-type: none"> <li>• Understand consumer expectations of customer service</li> <li>• Understand the organisation's business policy and established customer service indicators</li> <li>• Acquire a solid understanding of the elements of teamwork (e.g. communication skills, coaching)</li> </ul> <p>2. Manage customer service performance of frontline staff</p> <ul style="list-style-type: none"> <li>• Work with frontline staff to determine specific, measurable and achievable individual work goals and performance indicators in accordance with the organisation's business policy and established customer service indicators</li> <li>• Monitor customer service performance in accordance with mutually determined individual work goals and performance indicators</li> <li>• Maintain regular communication with frontline staff, provide objective evaluation of their work performance, compliment and point out areas for improvement</li> <li>• Provide basic training and coaching to frontline staff whose customer service performance is not up to standard</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Put forward suggestions to superior for optimising customer service in response to market changes. Provide relevant training and follow-up once the suggestions are adopted (e.g. using technology to improve work efficiency)</li> <li>• Maintain communication with staff</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Work with frontline staff to determine specific, measurable and achievable individual work goals and performance indicators in accordance with the organisation's business policy and established customer service indicators;</li> <li>• Maintain regular communication with frontline staff, provide objective evaluation of their work performance, compliment and point out areas for improvement; and</li> <li>• Provide basic training and coaching to frontline staff for individual customer service performance / overall improvement.</li> </ul>
Remark	