

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

Functional Area - Customer Services

Title	Review products and services to maintain customer satisfaction level
Code	111335L4
Range	This unit of competency (UoC) is applicable to staff responsible for selling products or customer service in the retail industry. Practitioners have the ability to follow corporate guidelines to ensure that customers are satisfied with the products / services provided by the organisation; and maintain customer satisfaction level by reviewing the products and services regularly.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand factors affecting customer satisfaction level</p> <ul style="list-style-type: none"> <li>• Understand the importance of customer relationship and customer service</li> <li>• Master customer service procedures and policies of the organisation</li> <li>• Understand the products / services provided by the organisation or the shop</li> <li>• Understand factors affecting customer satisfaction level: <ul style="list-style-type: none"> <li>○ Characteristics of products / services</li> <li>○ Price of products / services</li> <li>○ Quality stability</li> <li>○ Packaging aesthetics and safety</li> <li>○ Product diversification</li> </ul> </li> <li>• Master customer survey and analysis techniques</li> </ul> <p>2. Review products and services to maintain customer satisfaction level</p> <ul style="list-style-type: none"> <li>• Conduct market research to analyse customer demand and satisfaction level for products / services, such as conducting: <ul style="list-style-type: none"> <li>○ Premium customer survey regularly</li> <li>○ Focus groups/general customer surveys in the retail stores regularly</li> <li>○ Comprehensive surveys in the organisation, branches and all service points</li> </ul> </li> <li>• Master the product/service performance data</li> <li>• Compare to the performance of competitors and analyse the market sales strategies</li> <li>• Formulate a product/service enhancement plan based on the market research report, e.g.: <ul style="list-style-type: none"> <li>○ Marketing and promotion strategies</li> <li>○ Image revamp</li> <li>○ Repackage</li> <li>○ Price adjustment</li> <li>○ Placing the product in the right shop or on the right shelf</li> <li>○ Increase inventories</li> <li>○ Internal staff training</li> </ul> </li> <li>• Coordinate with all relevant departments to launch the enhancement plan</li> <li>• Monitor product / service performance and satisfaction level, and consider to discontinue products / services which are often poorly performed</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Protect the benefit of the organisation when reviewing the products / services</li> <li>• Review the products or services without any deception or malpractice</li> </ul>

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Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none"><li>• Use market research information to review products / services of the organisation in order to maintain customer satisfaction level.</li></ul>
Remark	This UoC is adopted from 105080L4.