

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Lead the team to adapt to the renewal and change of the technology system
Code	111337L4
Range	This unit of competency (UoC) is applicable to customer service management staff in the retail industry. Practitioners have the ability to lead the team to continuously improve the quality of customer service.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess the knowledge in the subject area</p> <ul style="list-style-type: none"> • Understand the latest trends in customer service and experiential retail in phygital context • Grasp the development trends in various technologies in customer service (e.g. virtual assistant assists customers in browsing the website and using self-service, video chat enables staff to solve problems for customers in real time) • Understand the way to help the team adapt to digital transformation <p>2. Lead the team to adapt to the renewal and change of the technology system</p> <ul style="list-style-type: none"> • Before the introduction of innovative technology system / solution <ul style="list-style-type: none"> ○ Lead by example to introduce innovation in responsible work areas and encourage the team to participate in it ○ Explain the details of the upcoming renewal and change of the technology system to staff (e.g. current challenges, goals for optimisation) • Trial run / parallel run / initial stage of introduction of innovative technology system / solution <ul style="list-style-type: none"> ○ Explain to staff the procedures for pilot or introduction of innovative technology system / solution ○ Explain to staff the methods and requirements for collecting business data, information and reports, so as to provide a basis for the complete introduction of innovative technology system / solution ○ Check staff's understanding of the renewal and change of the technology system ○ Once the responses and acceptance level of individual or majority do not meet the expectation: <ul style="list-style-type: none"> ▪ Follow up in time and find out the causes ▪ Lead staff to analyse the pros and cons and weigh the priorities ▪ Help staff to envision the advantages of working together to adapt to the renewal and change of the technology system • After the introduction of innovative technology system / solution <ul style="list-style-type: none"> ○ Grasp updated information about the market changes, make good use of new technology systems, and lead the team to continuously improve customer service quality ○ Put forward suggestions to relevant departments (e.g. Information and Technology Department) or suppliers for adjusting and optimising the technology system according to the implementation status <p>3. Exhibit professionalism</p>

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	<ul style="list-style-type: none">• Understand staff's reactions and acceptance level before the renewal and change of the technology system, and take necessary actions to increase the chance of success of the implementation (e.g. participating in the process, incentive allowance, bonus)
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none">• Explain the details of the upcoming renewal and change of the technology system to staff before the introduction of innovative technology system / solution• Check staff's understanding of the renewal and change of the technology system in the initial stage of introduction of innovative technology system / solution• Monitor the development trends in customer service technology; and• Grasp updated information about the market changes, make good use of new technology systems, and lead the team to continuously improve customer service quality.
Remark	