

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Oversee the channels for collecting customer opinions and analyse the opinions
Code	111338L4
Range	This unit of competency (UoC) is applicable to staff responsible for customer service in the retail industry. Practitioners have the ability to set up a dedicated team to deal with customer opinions, collect and analyse customer feedback and data analysis results, so as to optimise operation procedures, products and service quality.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of excellent customer service management</p> <ul style="list-style-type: none"> • Understand the organisation’s business policy and customer service management strategy (e.g. service commitment) • Understand service quality management (e.g. quality service standards) • Understand the data characteristics (e.g. reliability, timeliness, relevance) of various online and offline channels through which the organisation contacts customers • Study how big data analytics can solve business problems <p>2. Oversee the channels for collecting customer opinions and analyse the opinions</p> <ul style="list-style-type: none"> • Set up a dedicated team to deal with customer opinions collected from various channels <ul style="list-style-type: none"> ○ Find out those online and offline channels that the organisation is using to reach customers in order to identify reliable sources of business data, such as: <ul style="list-style-type: none"> ▪ Emails (e.g. open rate, number of clicks on links) ▪ Hotline (e.g. types of customer inquiries, time required to successfully process customer inquiries) ▪ Online activities (e.g., number of times a product is placed in shopping carts, turnover) ○ Set the conditions and parameters of data analysis with the assistance of relevant departments or suppliers, according to the organisation’s service commitment • Collect and analyse customer feedback and data analysis results <ul style="list-style-type: none"> ○ Collect the required data from various sources regularly and then import the data so that multiple data sources can be combined to form an effective database ○ Use simple statistical data to understand the level of customer satisfaction with the organisation’s services ○ Analyse customer feedback to identify the gap between the actual service quality and the service quality committed by the organisation • Optimise the operation procedures, products and service quality <ul style="list-style-type: none"> ○ Implement the organisation’s established disclosure programme to improve service and build a culture of quality assurance within the organisation ○ Monitor the level of service standard on a regular basis ○ Review the operation procedures, products and service quality, and make corresponding optimisation <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Take the interests of the organisation and staff into account while ensuring customer satisfaction and quality assurance • Follow or pioneer industry best practices

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Collect data from various online and offline channels to form an effective database;• Analyse customer feedback to identify the gap between the actual service quality and the service quality committed by the organisation; and• Review the operation procedures, products and service quality, and make corresponding optimisation.
Remark	