

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Services

Title	Establish customer service performance criteria
Code	111339L5
Range	This unit of competency (UoC) is applicable to staff responsible for policy formulation in the retail industry. Practitioners have the ability to establish and implement a suitable set of customer service performance criteria according to the customer relationship strategies of the organisation in order to enhance its image and retail business.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of customer service performance criteria</p> <ul style="list-style-type: none"> • Understand the customer relationship strategies of the organisation • Master the personnel and resource allocation involved in carrying out customer service by the organisation • Understand customer requirements on retail products, e.g.: <ul style="list-style-type: none"> ○ Range of product (Is it complete?) ○ Product quality (Is it good among similar products?) ○ Whether the product is timely (e.g. clothing or accessories) ○ Product price (Is it competitive?) • Understand customer requirements on the retail service provided, e.g.: <ul style="list-style-type: none"> ○ Is the staff always courteous to customers? ○ Are customer enquiries always answered? ○ Can the customer pledge be fulfilled? ○ Are customers' special needs or requirements taken care of? • Master the general customer service performance indicators for retail business <p>2. Establish customer service performance criteria</p> <ul style="list-style-type: none"> • Establish the service scope and standard according to the customer relationship strategies of the organisation • Analyse customer feedback and identify customers' requirements on the services of the organisation • Set the objectives of quality guarantee for customer service of the retail business • Analyse the operation and requirements of different business units in order to set the customer service quality standard • Enable staff of different departments to understand and master the established customer service performance criteria through various effective communication channels • Implement total quality management in customer service routines • Plan measures to ensure a smooth implementation of customer service, including: <ul style="list-style-type: none"> ○ Organising activities to enhance staff's understanding of the customer service pledge ○ Organising staff training activities to enhance the awareness of quality management policies and scheme ○ Identifying staff training needs in product management ○ Enhancing the cultural quality of staff through training and other activities to ensure consistency of services provided • Plan measures to promote "quality first" culture, including: <ul style="list-style-type: none"> ○ Establishing excellent service award schemes, quality service awards, etc. ○ Launching quality service activities to strengthen the relationship with customers and expand business opportunities

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	<ul style="list-style-type: none"> • Analyse customer service performance information and compare with the established standard and performance indicators in order to identify areas in quality management that need to be strengthened <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Follow the established customer relationship strategies of the organisation in setting and implementing the customer service performance criteria • Protect the overall interests of the organisation and the customers
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Analyse customer requirements, service performance and operating needs of different units in order to set the customer service performance criteria; and • Enable staff of different levels to understand the customer service performance criteria through various communication channels, and organise suitable activities according to different staff training needs in order to promote the quality indicators and culture.
Remark	This UoC is adopted from 105083L5.