Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Information Technology

Title	Retain online customers
Code	111399L2
Range	This unit of competency (UoC) is applicable to staff responsible for online business in the retail industry. Practitioners have the ability to apply appropriate online sales techniques and information technology under instruction according to corporate policy in order to maintain online customer relationship and improve online sales business.
Level	2
Credit	3 （For Reference Only）

Competency	Performance Requirements
	1. Understand the online customer knowledge
	
	• Understand the organisation's online business and sales strategies
	• Know about the consumption pattern and behaviour of online customers and factors affecting these
	• Know about the techniques of good customer relationship
	• Understand the functions and features of all types of customer relationship network systems (e.g. customer relationship management system, email, website, online social media)
	• Know about the considerations for customising online sales strategies, e.g.:
	    ○ Online sales strategies of the organisation
	    ○ Web sales system
	    ○ Online sales procedures
	    ○ Customer information system
	• Know about the laws and regulations relevant to online business, including:
	    ○ Personal Data (Privacy) Ordinance
	    ○ Copyright Ordinance
	    ○ Electronic Transactions Ordinance
	    ○ Unsolicited Electronic Messages Ordinance
	    ○ Computer Crimes Ordinance
	
	2. Retain online customers
	
	• Implement customised online sales strategies and optimisation suggestions according to the organisation's online business policy and the consumption pattern of online customers in order to ensure winning the target groups of customers, e.g.:
	    ○ Design and structure of website
	    ○ Publicity and promotion of products
	    ○ Rules of pricing
	• Apply network media and sales techniques under instruction to implement the corporate policy on online customer communication to build online customer relationship in order to maintain and retain online customers, e.g.:
	    ○ Electronic newsletter
	    ○ Email
	    ○ Online forum
	    ○ Social networking website
	    ○ Online membership system
	    ○ Loyalty programme
	    ○ Electronic coupon

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	• Implement different online promotions (e.g. customer referral scheme, new membership scheme) according to the sales policy of the organisation in order to win/increase online customer groups 3. Exhibit professionalism • Comply with the organisation's policies and procedures when handling online customer information to avoid violating the Personal Data (Privacy) Ordinance, ensuring no tolerance for any form of cheating and malpractice
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Use customer data and information, network media and sales techniques under instruction to implement the established web sales policy of the organisation in order to maintain the online customer group; and • Use different sales network technologies and media according to corporate guidelines to build online customer relationship and communication channels in order to win and retain online customers.
Remark	This UoC is adopted from 105090L2