

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

Functional Area - Information Technology

Title	Use mobile technologies to improve sales service
Code	111413L4
Range	This unit of competency (UoC) is applicable to IT staff in the retail industry. Practitioners have the ability to use mobile technologies to improve sales service according to the organisation's sales, including online sales, strategies in order to assist the development of its overall retail business.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of mobile sales technologies</p> <ul style="list-style-type: none"> <li>• Master the organisation's overall sales (including online and offline sales) strategies</li> <li>• Understand the details of mobile technologies currently available for commercial use</li> <li>• Understand the potential advantages of mobile technologies for the organisation's retail business, including: <ul style="list-style-type: none"> <li>○ Increase of sales</li> <li>○ Contact with new sources and groups of customers</li> <li>○ Enhancing the organisation's reputation</li> <li>○ Strengthening the IT application in the organisation</li> </ul> </li> <li>• Understand the extra costs of mobile technologies that the organisation may have to bear in its retail business and the relevant regulations, e.g.: <ul style="list-style-type: none"> <li>○ Extra manpower demand</li> <li>○ Extra technical training required</li> <li>○ Processes or work items required to be outsourced</li> <li>○ Internal information tends to leak more easily</li> <li>○ Ordinances for the regulation of mobile technologies</li> </ul> </li> <li>• Understand how mobile technologies support the existing sales mechanism of the organisation</li> </ul> <p>2. Use mobile technologies to improve sales service</p> <ul style="list-style-type: none"> <li>• Consider and compare different retail sales channels, including: <ul style="list-style-type: none"> <li>○ Traditional store</li> <li>○ Product catalogue</li> <li>○ Call centre</li> <li>○ Internet</li> <li>○ Mobile technologies such as smart phone</li> </ul> </li> <li>• Introduce retail business mobile technologies/solutions that suit the organisation most</li> <li>• Make full use of the mobile technologies to promote the organisation's retail business, e.g.: <ul style="list-style-type: none"> <li>○ High penetration</li> <li>○ Extensive mobile network</li> </ul> </li> <li>• Improve transparency in commodity prices <ul style="list-style-type: none"> <li>○ Keep close to other social network platforms</li> <li>○ Attract young consumer group</li> <li>○ Enhance customers' loyalty to corporate brand</li> </ul> </li> <li>• Assess the effects of mobile technologies on the organisation's retail business (e.g. increase in sales, extra costs)</li> </ul>

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	<p>3. Exhibit professionalism</p> <ul style="list-style-type: none"><li>• Comply with relevant ordinances and regulations on the use of mobile technologies</li><li>• Prevent corrupt conduct by means of mobile technologies</li></ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"><li>• Use mobile technologies to improve sales service according to the established online sales strategies of the organisation; and</li><li>• Use mobile sales technologies to assist the organisation's overall retail business development.</li></ul>
Remark	<p>This UoC is adopted from 105101L4</p>