Functional Area - Information Technology

Title	Evaluate the performance of the customer service IT systems
Code	111423L5
Range	This unit of competency (UoC) is applicable to staff responsible for IT support in the retail industry. Practitioners have the ability to obtain the information on and evaluate the performance of the customer service IT systems in retail stores; use relevant information to plan and formulate related strategies of the organisation.
Level	5
Credit	3 （For Reference Only）

Competency	Performance Requirements
	1. Understand the knowledge of IT systems for retail stores
	
	• Understand the customer service strategies of the organisation
	• Master the IT equipment, systems and supporting facilities commonly used in retail stores, e.g.:
	    o Point of sale (POS)
	    o Digital playback system
	    o Interactive station
	    o Scanner, printer
	    o Customer relationship management system (CRM)
	• Understand the customer service criteria and practice of the industry
	• Master the ordinances related to online business, e.g.:
	    o Personal Data (Privacy) Ordinance
	    o Copyright Ordinance
	    o Electronic Transactions Ordinance
	    o International rules on e-commerce
	• Master IT project management skills
	
	2. Evaluate the performance of the customer service IT systems
	
	• Use effective communication channels and techniques to gather users' comments and recommendations on the organisation's IT equipment / systems for improvement
	• Evaluate the performance and applicability of the existing IT equipment / systems by making reference to comments from all sides and the external factors, and identify areas for improvement. Factors of consideration include:
	    o Comments on equipment / system manufacturer's performance
	    o User comments
	    o Service pledge of the organisation
	    o Latest and compatible technology
	• Upgrade and optimise the functions of the existing IT equipment / systems of the organisation regularly or when necessary to ensure that the equipment / systems used can:
	    o Provide more stable, safe and easy-to-use system functions for customers
	    o Keep abreast of the latest technological development
	    o Meet new legal requirements
	    o Conform to business strategies of the organisation
	    o Adapt to the latest business environment of the market
	• Formulate long-term optimisation plans for IT equipment / systems according to the IT equipment / system optimisation needs of the organisation and new development trend of technology

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	3. Exhibit professionalism • Conduct performance evaluation of IT equipment / systems in accordance with industry customer service standards and practices • Ensure that organisational resources are used according to the actual needs of the organisation • Ensure that the equipment / systems used comply with the certification requirements for IT management systems (e.g. ISO20000)
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Evaluate and analyse the performance of the customer service IT systems and the optimisation needs according to factors such as customers' requirements/comments on service, the latest technological development, etc.; and • Formulate appropriate optimisation plans for the customer service IT systems according to the evaluation results and the sales strategies of the organisation in order to provide quality customer service and enhance the corporate business and image.
Remark	This UoC is adopted from 105110L5