

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Travel consultation and sales

Title	Provide after-sales service for tourism products
Code	110631L3
Range	This unit of competency involves communication skills. Practitioners should be able to provide high-quality after-sales service after selling tourism products, and maintain a good relationship with customers.
Level	3
Credit	2 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the types and importance of after-sales service for tourism products <ul style="list-style-type: none"> • Understand different types of after-sales service • Understand the importance of after-sales service to the sales process 2. Provide high-quality after-sales service and maintain a good relationship with customers <ul style="list-style-type: none"> • Regularly and proactively recommend the latest fads and trends in tourism products in the market to customers • Master customer preferences for tourism products according to the classification of the tourism products they purchase, including travel destinations, timeliness, travel packages or tour groups, etc. and compile a customer database for future reference and contact • Use e-mail or mobile communication software to make appropriate reminders to customers before departure, such as the flight schedule and weather conditions of the travel destination, etc. • Promptly collect the customer feedback after using tourism products, and handle customer complaints through channels, such as e-mail, SMS, mobile communication software, and phone call, etc. • Maintain regular contact with customers <ul style="list-style-type: none"> ○ Regularly send the latest information on the company's tourism products to customers according to their preferences ○ Provide special privileges according to the regulations of the company to attract return customers 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Consolidate the existing customer base with professional after-sales service • Proactively win word of mouth to open up new sources of customers
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Master the types and importance of after-sales service for tourism products; and • Provide high-quality after-sales service after selling tourism products, and maintain a good relationship with customers
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