

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Travel consultation and sales

Title	Answer customer enquiries online
Code	110635L3
Range	This unit of competency involves computer skills and a good knowledge of tourism products. Practitioners should be able to master the knowledge required for answering online enquiries and use professional knowledge to answer online enquiries from customers accurately and quickly, so as to improve service satisfaction.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge required for of answering online enquiries <ul style="list-style-type: none"> • Familiar with the tourism products and system of the company • Master a wealth of knowledge about tourism products • Master computer skills • Understand the process of handling online enquiries 2. Use professional knowledge to answer online enquiries from customers accurately and quickly, so as to improve service satisfaction <ul style="list-style-type: none"> • Understand the content of customer enquiries • Respond to enquiries as soon as possible, using dedicated webpages, specialists, videos and graphics to supplement the answers • Contact relevant colleagues for assistance when customer enquiries cannot be answered immediately • If customers ask for tourism products that the company does not offer, report these to the product development department so they can design products to meet market demand • Forward complaints involving tourism products or services to the responsible department for follow-up 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Recommend the company's tourism products and after-sales service to customers in a proactive and timely manner, and build customer loyalty with caring service, such as providing golf carts or arranging wheelchairs for the elderly • Ensure that online enquiries from customers are answered within a short period of time
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Master the knowledge required for answering online enquiries; • Use professional knowledge to answer online enquiries from customers accurately and quickly, so as to improve service satisfaction; and • Recommend the company's tourism products and after-sales service to customers in a proactive and timely manner
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