

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Customer service

Title	Provide value-added services
Code	110674L2
Range	This unit of competency involves customer service and communication skills. Practitioners should be able to master the knowledge of value-added services and provide customers with suitable value-added services to improve service satisfaction.
Level	2
Credit	1 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of value-added services</p> <ul style="list-style-type: none"> • Understand customer needs and the importance of value-added services • Understand the types and characteristics of the company's value-added services • Master the changes of value-added services in the market <p>2. Provide customers with suitable value-added services to improve service satisfaction</p> <ul style="list-style-type: none"> • Provide suitable value-added services in accordance with customer needs <ul style="list-style-type: none"> ○ Give or sell tourism products at privilege prices, such as travel insurance, Internet data card, and power adapter for travel destination ○ Collaborate with overseas tourism boards to distribute tourist information about travel destinations, including tourist attractions, brochures, maps and souvenirs, etc. ○ Provide rental service for foreign portable wireless routers at a privileged price ○ Offer cash coupons to encourage customers to purchase tourism products or services again ○ Provide special service arrangements for customers, such as birthday cards, souvenirs, and wheelchair services for the elderly ○ Provide pick-up and drop-off services for customers of high-spending tourism products, such as cruise vacations ○ Provide guided headsets to customers who participate in tour groups ○ Provide a luggage consignment service to customers who participate in hiking tours or cycling tours, to avoid returning on the same route <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Proactively provide customers with value-added services that exceed expectations and give value for money
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 of value-added services; and • Provide customers with suitable value-added services to improve service satisfaction
Remark	