

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Customer service

Title	Solve common customer problems
Code	110675L3
Range	This unit of competency involves customer service and communication skills. Practitioners should be able to apply excellent customer service skills and solve common customer problems in accordance with the company's customer service policy, so as to enhance the company's image and sales effectiveness.
Level	3
Credit	1 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master excellent customer service skills and the company's customer service policy</p> <ul style="list-style-type: none"> • Understand the importance of excellent customer service to maintaining good customer relationships • Understand the company's customer service policy • Understand the company's established response guidelines, including <ul style="list-style-type: none"> ○ Content of tourism products and reservation procedures ○ Items included and excluded in the fees, taxes, surcharges, payment methods, and deadlines ○ Refund arrangements and cancellation terms ○ Visa arrangements ○ Other tourism-related matters, such as information about internet access and power sockets at travel destinations, etc. <p>2. Apply excellent customer service skills to solve common customer problems, so as to enhance the company's image and sales effectiveness</p> <ul style="list-style-type: none"> • Classify customer enquiries, identify common customer problems, and report them to the company • When handling customer enquiries, respond in accordance with the company's established response guidelines to ensure that the information is accurate and consistent • Answer customer enquiries within the time required by the company to avoid delays • Refer to past cases when proposing solutions to customers to avoid recurrence of the same problem, and provide a deadline for a reply if the customer enquiry cannot be answered immediately • Handle customer enquiries that involve other departments collaboratively so that customer problems can be solved as soon as possible <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Be proactive, enthusiastic, confident and persuasive when responding to customers • Respond to customer enquiries in accordance with the company's established guidelines
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Master excellent customer service skills and the company's customer service policy; and • Apply excellent customer service skills to solve common customer problems, so as to enhance the company's image and sales effectiveness
Remark	