

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Customer service

Title	Implement customer service excellence programmes
Code	110677L4
Range	This unit of competency involves customer service and human resources management. Practitioners should be able to master the knowledge of customer service excellence programmes, and implement the customer service excellence programme to improve the company's overall service level.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of customer service excellence programmes</p> <ul style="list-style-type: none"> • Understand the objectives and content of the customer service excellence programme • Implement the process of the customer service excellence programme <p>2. Implement the customer service excellence programme to improve the company's overall service level</p> <ul style="list-style-type: none"> • Formulate work guidelines in accordance with the requirements of the customer service excellence programme <ul style="list-style-type: none"> ○ List the work requirements of each department and each process ○ Enable employees to understand the content of the customer service excellence programme through meetings and trainings ○ Regularly review services and correct deficiencies • Collect opinions from customers and tourism product inspectors, i.e. mystery shoppers, and forward them to the relevant departments to formulate improvement measures • Motivate staff morale by commending employees for excellent service <ul style="list-style-type: none"> ○ Organise employee competitions for excellent service ○ Recognise employees who have been commended by customers for excellent service <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Implement the customer service excellence programme in a professional manner • Make timely adjustments to the customer service excellence programme
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 customer service excellence programmes; and • Implement the customer service excellence programme to improve the company's overall service level
Remark	