

**Specification of Competency Standards**  
**for the Travel Industry**  
**Unit of Competency**

Functional Area - Customer service

Title	Design customer service excellence programmes (such as Mystery Shoppers Programme)
Code	110678L5
Range	This unit of competency involves the ability to plan and design a programme. Practitioners should be able to design suitable customer service excellence programmes that enable the company to maintain its competitive advantages and receive positive reputation in the market.
Level	5
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of designing customer service excellence programmes</p> <ul style="list-style-type: none"> <li>• Understand the importance of providing services that exceed customer expectations and needs</li> <li>• Understand how to improve customer service <ul style="list-style-type: none"> <li>○ Ensure that sufficient labour is arranged to handle customer enquiries, and the required information and tourism products are provided quickly and accurately</li> <li>○ Ensure a smooth sales process and simple procedures <ul style="list-style-type: none"> <li>▪ Provide incentives to encourage online transactions to reduce the pressure on stores</li> <li>▪ Provide diversified payment methods</li> <li>▪ Assign a dedicated person to control the flow of people in the store and shorten customer's wait times</li> <li>▪ Set up ticket dispensers in the stores so that customers can sit in the waiting area after taking the tickets, without having to queue</li> <li>▪ Set up comfortable seats in the waiting area and display promotional videos of the company and its tourism products</li> </ul> </li> <li>○ Regularly arrange tourism product auditors to evaluate the company's tourism products and services, such as Mystery Shoppers Programme <ul style="list-style-type: none"> <li>▪ Review staff service levels for online enquiries and transactions</li> <li>▪ Review store service levels, such as wait times and staff performance</li> <li>▪ Review the quality of the company's tourism products (such as tour groups), to ensure that they are in compliance with the "Trade Descriptions Ordinance"</li> </ul> </li> <li>○ Provide value-added services that exceed expectations and give value for money</li> <li>○ Provide good after-sales service to maintain good relationships with customer and enhance customer loyalty <ul style="list-style-type: none"> <li>▪ Regularly use different channels to disseminate the latest information on tourism products to customers, such as online platforms, mobile applications, emails, or media advertising, etc.</li> </ul> </li> <li>○ Review the service levels of tour escorts and tourist guides <ul style="list-style-type: none"> <li>▪ Compliance with codes of professional ethics, employee policies, and related laws and regulations</li> <li>▪ Level of language proficiency</li> <li>▪ Service attitude when escorting a tour group, such as sincere and polite, proactive and positive</li> </ul> </li> </ul> </li> </ul> <p>2. Design suitable customer service excellence programmes that enable the company to maintain its competitive advantages</p> <ul style="list-style-type: none"> <li>• Establish quantitative evaluation indicators for various services</li> </ul>

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	<ul style="list-style-type: none"> <li>• Establish programme objectives and content for various departments</li> <li>• Set a timetable for the implementation of the programme</li> <li>• Evaluate the resources and cost of the programme</li> <li>• Regularly review the effectiveness of the programme</li> </ul> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Pursue excellent service levels and enable the company to maintain its positive reputation in the market</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the knowledge of designing customer service excellence programmes; and</li> <li>• Design suitable customer service excellence programmes that enable the company to maintain its competitive advantages</li> </ul>
Remark	