

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

Functional Area - Customer service

Title	Enhance customer satisfaction with tourism products and services
Code	110679L3
Range	This unit of competency involves customer service and data collection skills. Practitioners should be able to integrate customer satisfaction with the company's tourism products and services, and use effective methods to improve the quality of the company's tourism products and services.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Collect customer satisfaction data about the company's tourism products and services <ul style="list-style-type: none"> <li>• Use various methods to understand customers' satisfaction and dissatisfaction with the company's tourism products and services <ul style="list-style-type: none"> <li>○ Mystery Shoppers Programmes</li> <li>○ On-site questionnaire surveys</li> <li>○ Complaints</li> </ul> </li> <li>• Understand the position of the company's tourism products in the market and their respective shortcomings</li> </ul> </li> <li>2. Apply the collected information in effective ways to improve the quality of the company's tourism products and services, so as to enhance customer satisfaction <ul style="list-style-type: none"> <li>• Implement customer service excellence programmes</li> <li>• Strengthen the training of employees to improve their sales skills and knowledge of tourism products</li> <li>• Regularly review the quality of the company's tourism products and services, and compare the changes in customer satisfaction</li> <li>• Handle customer comments or complaints promptly and propose measures for improvement</li> <li>• Take the initiative to thank customers who express opinions, such as thank you letters or gifts</li> <li>• Proactively solve customer problems</li> </ul> </li> <li>3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> <li>• Maintain a sustainable relationship between the company and customers through professional and excellent services, so that the company can continue to grow</li> <li>• Stay abreast of market changes to ensure that the company's tourism products and services are up to date</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Collect customer satisfaction data about the company's tourism products and services; and</li> <li>• Integrate the collected information and use effective methods to improve the quality of the company's tourism products and services, so as to enhance customer satisfaction</li> </ul>
Remark	