Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Customer service

Title	Build and manage customer relationships
Code	110680L4
Range	This unit of competency involves customer service and marketing skills. Practitioners should be able to master the knowledge of building and managing customer relationships and formulate the company's customer relationship programmes to increase customer loyalty.
Level	4
Credit	3 （For Reference Only）

Competency	Performance Requirements
	
	1. Master the knowledge of building and managing customer relationships
	
	• Understand various methods of building customer relationships
	• Understand the importance of managing customer relationships
	2. Formulate the company's customer relationship programmes to increase customer loyalty
	
	• Ensure that the company's hardware, facilities and equipment provide value-added services in a timely manner
	• Provide after-sales service
	    ○ Gather customer opinions on tourism products in a timely manner
	    ○ Handle and follow up on customer complaints in a professional manner
	• Maintain contact with customers through different channels to encourage return business, such as emails promoting the latest information on tourism products
	3. Demonstrate professional skills and attitude
	
	• Adjust the company's customer relationship programmes in a timely manner, in accordance with the current market situation
	• Apply professional knowledge and a positive attitude when providing services to build customers' trust and confidence
	• Provide customers with promised services in a reliable and prompt manner
	• Maintain empathy and understand customers' feelings when responding to customer enquiries and requests

Assessment Criteria	The integrated outcome requirement(s) of this unit of competency is/are: • Master the knowledge of building and managing customer relationships; • Formulate the company's customer relationship programmes to increase customer loyalty; and • Adjust the company's customer relationship programmes in a timely manner, in accordance with the current market situation
Remark	