

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Customer service

Title	Implement customer relationship management
Code	110681L4
Range	This unit of competency involves customer service and communication skills. Practitioners should be able to master the knowledge of customer relationship management, and implement the company's established service requirements.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of customer relationship management <ul style="list-style-type: none"> • Understand the company's customer relationship policies • Understand the standards for improving service quality 2. Implement the company's customer relationship management requirements <ul style="list-style-type: none"> • Follow the workflow of customer relationship management <ul style="list-style-type: none"> ○ Clearly understand the work guideline requirements related to customer relationship management ○ Enable employees to understand customer relationship management through meetings and trainings • Conduct regular opinion surveys, apply data analysis to compare the changes in customer satisfaction among various services, and relay customer opinions to the relevant departments for follow-up • Interact with customers with courtesy and clear speech, pay attention to customer reactions, and provide heartfelt hospitality 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Maintain the company's image and established requirements when interacting with customers • Maintain a customer-oriented service attitude
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 relationship management; and • Implement the company's customer relationship management requirements
Remark	