

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Customer service

Title	Maintain relationships with members
Code	110683L3
Range	This unit of competency involves customer service and event organisation skills. Practitioners should be able to master the knowledge of maintaining relationships with members, and maintain regular contact with members through various channels and activities.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the methods of maintaining relationships with members <ul style="list-style-type: none"> • Master the travel preferences and needs of members • Provide member discounts and reward programmes • Understand the resources invested by the company to maintain relationships with members 2. Maintain regular contact with members through various channels and activities <ul style="list-style-type: none"> • Disseminate the latest tourism information and member newsletters to members regularly via the Internet, email, mobile applications or SMS • Invite members to attend seminars on tourism topics, and invite tourism experts to be speakers • Send greeting emails or gifts to members on holidays or birthdays • Organise member activities, such as dining together, local ecological tours, short-term outbound tours, and short-term cruise vacations, etc. • Invite members to attend events co-organised with other organisations 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Comply with the "Personal Data (Privacy) Ordinance" and the company's instructions when using members' personal data
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 maintaining relationships with members; • Keep regular contact with members through different channels and activities; and • Comply with all related instructions and laws when using members' personal data
Remark	