

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Customer service

Title	Establish and manage a membership system
Code	110684L4
Range	This unit of competency involves data processing and planning skills. Practitioners should be able to establish a membership system that meets the company's requirements, maintain regular contact with members, and review the effectiveness of the system.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of establishing a membership system</p> <ul style="list-style-type: none"> • Resource allocation, such as cost and labour • Set up a member service department and designate colleague(s) to handle member affairs • Create a membership database to store customers' personal data in an organised manner • Formulate membership fee policies, such as registration fees and annual fees • Set up member discounts and reward programmes <p>2. Establish a membership system that meets the company's requirements, maintain regular contact with members, and review the effectiveness of the system</p> <ul style="list-style-type: none"> • Understand the company's system for collecting, storing and classifying customer information, including customer name, gender, age, contact methods, and purchased tourism products, etc. • Establish a membership system and database, divided into two categories <ul style="list-style-type: none"> ○ Old customers, who will be invited to become the first members ○ New customers, who can be referred by old customers or invited by the company to join as members • Establish communication channels for maintaining contact with members, including the internet, email, mobile applications and letters, etc. • Regularly send member newsletters and the latest information on tourism products • Set up a dedicated telephone line or a dedicated online service to answer enquiries and make reservations for members • Set up dedicated member counters in stores to shorten the wait time for members • Regularly review the effectiveness of the membership system <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Comply with the "Personal Data (Privacy) Ordinance" and the company's instructions when collecting and using members' personal data • Use the membership system to consolidate the existing customer base and make customers a part of the company's assets
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 establishing a membership system; • Establish a membership system that meets the company's requirements, maintain regular contact with members, and regularly review the effectiveness of the system; and • Comply with all related instructions and laws when collecting and using members' personal data
Remark	