

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Customer service

Title	Design member discount and reward programmes
Code	110686L4
Range	This unit of competency involves customer service and planning skills. Practitioners should be able to formulate suitable member discount and reward programmes for the company to help build a long-term and stable customer base.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the considerations for designing member discount and reward programmes <ul style="list-style-type: none"> • Understand the background and preferences of members • Understand the company's current privilege policies • Understand the budget and resources provided by the company 2. Formulate suitable member discount and reward programmes to help build a long-term and stable customer base <ul style="list-style-type: none"> • Establish a point reward programme where members can earn points in accordance with consumption conditions, and redeem gifts with points • Provide member privilege prices and peer discounts • Regularly provide member-exclusive tourism products, such as special priced tours and cruise vacations • Offer coupons to encourage new members to join • Collaborate with other groups and organisations to provide members with sponsorships, discounts or activities, such as tourism boards, service providers, partners, and commercial organisations • Collaborate with credit card companies, banks, online payment platforms, etc. to provide members with more convenient payment services and discounts 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Proactively design distinctive discount and reward programmes that make members feel distinguished and valued
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Understand the considerations for designing member discount and reward programmes; and • Formulate suitable member discount and reward programmes for the company to help build a long-term and stable customer base
Remark	