

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Customer service

Title	Handle and follow-up on customer complaints
Code	110687L3
Range	This unit of competency involves customer service and communication skills. Practitioners should be able to master the knowledge of handling and following-up on complaints in accordance with the company's established procedures, so as to restore customer confidence and maintain the company's image.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of handling and following up on complaints <ul style="list-style-type: none"> • Master the skills of handling complaints • Understand the company's established procedures for handling and following-up on complaints 2. Properly handle and follow up complaints in accordance with the company's established procedures <ul style="list-style-type: none"> • Explain the company's complaint handling policy • Contact the complainant (by phone, email, mobile application or letter) to understand the complaint's specific content and demand, and promise to investigate and reply within a specified time • Ensure that the complaint's content and follow-up dialogue are recorded in writing or an audio recording, with the complainant's consent to this obtained in advance • Investigate the complaint <ul style="list-style-type: none"> ○ Collect information from department heads or employees about the details of complaint (relating to the departmental service or tourism product) ○ In the case of a complaint about a tour group, collect information from other group members to understand the incident relevance from multiple angles ○ Integrate the collected information to determine the authenticity of the complaint • If the complaint is accurate, discuss the complaint with the department head and follow-up on the complainant's demand <ul style="list-style-type: none"> ○ If the complainant's demand is accepted, arrange compensation (such as a refund) within a short time, and express gratitude to the complainant ○ If the complainant's demand is not accepted, continue discussions with the complainant, hoping to reach an agreement • If the complaint is unfounded, provide the complainant with a sincere, detailed explanation, with relevant supporting documents attached to improve persuasiveness • If the complainant is not satisfied with the company's final decision, they may file a further complaint with the Travel Industry Council of Hong Kong, the Consumer Council, and the Customs and Excise Department of Hong Kong, or prepare and initiate a civil lawsuit 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Treat the complainant with sincerity and courtesy, and maintain good communication • Properly handle and follow-up on complaints in accordance with the company's established procedures, so as to restore customer confidence and maintain the company's image
Assessment Criteria	The integrated outcome requirement(s) of this unit of competency is/are:

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	<ul style="list-style-type: none">• Master the knowledge of handling and following-up on complaints; and• Handle and follow-up on complaints in accordance with the company's established procedures
Remark	