

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Customer service

Title	Formulate complaint prevention plans
Code	110688L5
Range	This unit of competency involves research and analytical skills. Practitioners should be able to analyse past complaints about the company and formulate effective complaint prevention plans to protect the company's long-term image and market position.
Level	5
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of customer service</p> <ul style="list-style-type: none"> • Understand customer expectations of tourism products or services • Understand customers' common questions about tourism products or services <p>2. Analyse past complaints about the company and formulate effective complaint prevention plans</p> <ul style="list-style-type: none"> • Classify past complaint cases and integrate their methods of handling and following-up • Interview the department or employee who was the subject of the complaint, to understand how to avoid having a similar complaint occur • Develop clear work guidelines and require employees to strictly follow them • Hold regular meetings with department heads to understand the difficulties that frontline employees encounter with customers, and provide solutions • Investigate whether a gap exists between the company's tourism products and services and customers' requirements and expectations, and make improvements based on the investigation results • Strengthen the training of frontline staff, including with regards to the "Trade Descriptions Ordinance", and the regulations and codes of the Travel Industry Council of Hong Kong <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Proactively research and analyse the causes of customer complaints, and find solutions to avoid their recurrence • Develop effective complaint prevention plans to protect the company's long-term image and market position
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 service; and • Analyse past complaints about the company and formulate effective complaint prevention plans
Remark	