

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Customer service

Title	Review and improve service quality
Code	110689L6
Range	This unit of competency involves analytical and evaluation skills. Practitioners should be able to master the knowledge of customers' opinions on the company's tourism products and services, apply analytical skills to continuously review the quality of the company's tourism products and services, and make suggestions for improvement.
Level	6
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of customers' opinions on the company's tourism products and services <ul style="list-style-type: none"> • Understand customer satisfaction with the tourism products and services • Understand the market positioning of the tourism products and services 2. Apply analytical skills to review the quality of the company's tourism products and services, and make suggestions for improvement <ul style="list-style-type: none"> • Collect customers' opinions or complaints about the tourism products and services, relay the information to the relevant departments, and request that they review the data and submit improvement plans before the deadline • Compare the company's tourism products and services to those of its major competitors to ensure that both sides are neck-and-neck, with the goal of surpassing the competitors • Investigate whether a gap exists between the company's tourism products and services and customers' requirements and expectations, and request the relevant department heads review and submit improvement plans based on the investigation results • Review and enhance the company's value-added services • Arrange for tourism product inspectors (such as Mystery Shoppers Programme) to evaluate the company's tourism products and services as well as those of its major competitors, according to the company's current needs 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Ensure that the company's tourism products and services continue to grow and evolve to meet market demand • Continue to self-improve and maintain the company's competitiveness in the market
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 customers' opinions on the company's tourism products and services; and • Apply analytical skills to continuously review the quality of the company's tourism products and services, and make suggestions for improvement
Remark	