

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Information technology application and support

Title	Assess the effectiveness of the service providers of various e-commerce websites
Code	110735L5
Range	This unit of competency involves assessment and analytical abilities. Practitioners should be able to analyse the service providers of various e-commerce websites, understand their service scope, technical advantages and system compatibility, and select the most suitable service providers according to the company's requirements.
Level	5
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the service information about service providers on e-commerce websites <ul style="list-style-type: none"> • Assess the various strengths of service providers, including brand promotion service scope, e-commerce website design experience, marketing strategy of tourism products, logistics support, customer service system and payment system, etc. • Understand the service provider's charging model 2. Assess the effectiveness of e-commerce website service providers <ul style="list-style-type: none"> • Apply data to analyse the performance of service providers and select service providers whose results are in-line with the company's interests <ul style="list-style-type: none"> ○ Website traffic and stability ○ Time required to successfully book or purchase a tourism product ○ After-sales service ○ Percentage of complaints • Assess the compatibility of service providers' systems with existing systems, such as those of the company and its partners 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Select service providers by objectively analysing whether they meet the company's development requirements, so as to provide a maximum benefit to the company • Ensure that service providers comply with all relevant legislative requirements
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Analyse the service providers of various e-commerce websites to understand their service scope, technical advantages, system compatibility and reputation; and • Select the most suitable e-commerce website service providers according to the company's requirements
Remark	