

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Information technology application and support

Title	Use IT systems to provide customer service
Code	110738L3
Range	This unit of competency involves IT skills and customer service abilities. Practitioners should be able to use the customer service system to coordinate various customer service processes.
Level	3
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of customer service systems <ul style="list-style-type: none"> • Understand how to integrate customers' general service requirements and solutions • Understand how to integrate customers' specific needs and complaint handling solutions • Collect and process customer service information 2. Use the customer service system <ul style="list-style-type: none"> • Understand online customer needs, so as to establish or modify sales strategies for tourism products • Analyse customer sales data to develop a customer relationship improvement plan that will increase customer loyalty • Manage customer complaints 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Regularly analyse customer service system data to identify potential customers • Ensure that the interests of both the company and its customers are taken into account when handling customer relations, and that the "Personal Data (Privacy) Ordinance" is observed
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Analyse customer service system data and comments collected from other sources (such as social media), and review customer requirements for the system's operation to make improvements; and • Collect employee feedback on the customer service system, assess its performance and implement improvements
Remark	