

**Specification of Competency Standards**  
**for the Travel Industry**  
**Unit of Competency**

Functional Area - Operations management and administrative support

Title	Review operational efficiency
Code	110758L6
Range	This unit of competency involves analytical and assessment abilities. Practitioners should be able to analyse the operating data from various departments of the company, and make recommendations to improve the company's overall operating performance.
Level	6
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of reviewing and improving the operational efficiency and service quality of the company</p> <ul style="list-style-type: none"> <li>• Understand the company's business strategy</li> <li>• Understand the company's quality management policy</li> <li>• Understand the various service quality standards established by the company</li> <li>• Understand ways to review and improve operational efficiency and service quality</li> </ul> <p>2. Review and improve the company's operational efficiency and service quality</p> <ul style="list-style-type: none"> <li>• Analyse the collected data and information according to the operating efficiency and service quality standards set by the company, so as to check whether its operating efficiency and service quality standards are met</li> <li>• Integrate information on operational efficiency and service quality from various aspects to identify areas in the company's services that can be improved</li> <li>• Investigate the causes affecting service quality and prioritise improvement actions</li> <li>• Collect information on operational efficiency and service quality through various channels, including: <ul style="list-style-type: none"> <li>○ Collect operational efficiency data and staff performance records in various departments</li> <li>○ Collect feedback from customers and service users on service satisfaction</li> <li>○ Consult with employees in different units and positions to understand the problems in daily operations</li> </ul> </li> <li>• Formulate specific, feasible improvement measures based on areas and priorities for improvement, and submit improvement plans to management</li> <li>• Conduct an operational audit, which can be arranged either internally or by professionals</li> </ul> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Understand the importance of continuously improving operational efficiency and service quality for the company's development</li> <li>• Analyse information about the quality of operations and services based on fair and objective criteria</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Review operational plans, analyse various performance indicators, and identify factors affecting operational and business performance; and</li> <li>• Analyse the review's conclusions, assess market trends, and make recommendations for improvement</li> </ul>
Remark	