

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Sales and Marketing

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| Title | Receive Customers |
| Code | 104908L1 |
| Range | This unit of competency (UoC) is applicable in timepiece retail shops. It covers the abilities to employ simple communication skills to receive customers according to the established procedure and standard of the organization, and can understand customers' requirement to facilitate transaction. |
| Level | 1 |
| Credit | 3 (for reference only) |
| Competency | <p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the basic knowledge of receiving customers <ul style="list-style-type: none"> • Understand the basic knowledge of receiving customers, including: <ul style="list-style-type: none"> • The procedure and standard of the organization on one's individual appearance • The procedures and standard of the organization on how to serve customers • Oral communication and interpersonal communication skills • Understand the psychological condition of customers and their need for timepiece products, including: <ul style="list-style-type: none"> • Understand customers' preference and needs for timepiece products by communication and observation • Understand the characteristics of different types of customers • Understand the duties of the working position 2. Receive customers <ul style="list-style-type: none"> • Make sure one's individual appearance can meet the established procedures of the organization • Serve customers and introduce oneself according to the established procedures of the organization • Employ effective communication skills, such as: asking customers effective questions by the use of open questions and direct questions • correctly answer customers' enquiries and provide useful information to them, and seek more information from co-workers if necessary • Receive customers with correct attitude, such as: provide services to customers in a friendly manner, thus giving them a good impression • Maintain the image of the organization when receiving customers • Maintain relationship with customers and able to collect their contact information according to the established procedures of the organization 3. Exhibit professionalism <ul style="list-style-type: none"> • Employ interpersonal communication skills to establish and maintain quality customer service relations |
| Assessment Criteria | <p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Receive customers and handle their enquiries politely and sincerely; and • Collect customers' contact information according to the established policy and procedures of the organization. |
| Remark | |