

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Customer Relationship Skills
Code	104910L2
Range	This unit of competency (UoC) is applicable in timepiece companies. It covers the abilities to use basic customer relationship skills to communicate with customers in normal working environment, introduce suitable timepiece products care products to customers, and handle general complaints from customers.
Level	2
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess the knowledge of customer relationship skills <ul style="list-style-type: none"> • Understand the basic knowledge of communication e.g. verbal and non-verbal (written, body language) • Understand the basic knowledge of receiving customers and the established procedures and standards of the organization, including: <ul style="list-style-type: none"> • Requirements on personal appearance and attire of employees • Procedures and standards for receiving customers • Interpersonal relationship skills • Understand the characteristics of different types of customers • Understand different feelings of customers 2. Apply customer relationship skills <ul style="list-style-type: none"> • Master customer relationship skills in normal routines to communicate effectively with the customers to identify their needs, introduce suitable timepiece products to them <ul style="list-style-type: none"> • Answer politely enquiries from customers who come in person, phone in and through email • Understand the requirements of customers for timepiece products through talking with them and observation • Release correct information on timepiece products, know about the names and effects of popular timepiece products and hot items • Seek advice from the supervisor or relevant colleagues at suitable time e.g. individual preferential requests • Obtain customer information and maintain customer relationships according to 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"> • Master the customer relationship skills; and • Use the customer relationship skills in routine working environments to introduce timepiece products to suit customer's needs.
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