

Specification of Competency Standards of the Watch & Clock Industry

**Unit of Competency**

**Functional Area: Sales and Marketing**

Title	Manage Customer Relations
Code	104917L3
Range	This unit of competency (UoC) is applicable in timepiece companies. It covers the abilities to make use of customer relations management skills appropriately to maintain good relationships with customers, so as to consolidate the business and reputation of the organization.
Level	3
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge of customer relations management <ul style="list-style-type: none"> <li>• Understand customer relations management theories, e.g.: <ul style="list-style-type: none"> <li>• Customer cognition</li> <li>• Customer satisfaction</li> <li>• Building of customer relations</li> <li>• Morals of customer relations</li> </ul> </li> <li>• Master customer relations management skills</li> <li>• Understand the organization’s customer relations management policy on brands, products and service</li> <li>• Understand the general management of customer data and information system</li> </ul> </li> <li>2. Manage customer relations <ul style="list-style-type: none"> <li>• Establish stable and long-term relationships with customers according corporate guidelines and policy, e.g.: <ul style="list-style-type: none"> <li>• Management of normal customer exchange, e.g. by visit, mail and other electronic communications</li> <li>• Communication exchange record management, e.g. conversations, phone calls, e-mails and letters</li> <li>• Record important customer information</li> <li>• Follow up customer relations reports, e.g.: <ul style="list-style-type: none"> <li>• Answer enquiries, give price quotation and confirmation</li> <li>• Fulfil promises</li> <li>• Handle customer complaints</li> </ul> </li> <li>• Customer evaluation and classification</li> <li>• Handle general customer information system management, such as: <ul style="list-style-type: none"> <li>• Filing customer information</li> <li>• Retrieving, updating and analyzing database and data</li> <li>• Compiling reports</li> <li>• Making backups</li> <li>• Liaise closely with other departments (e.g. sales or maintenance department) of the organization to maximize the use of customer information</li> </ul> </li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Make customer interests a top priority and adhere to the Personal Data (Privacy) Ordinance when handling customer relations management</li> <li>• Employ interpersonal communication skills to establish and maintain quality customer service relations</li> </ul> </li> </ul></li></ol>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Master customer relations management theories; and</li> <li>• Make use of customer relations management skills appropriately to maintain good relationships with customers, so as to consolidate and facilitate business.</li> </ul>
Remark	