

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Implement Customer Service Management
Code	104920L4
Range	This unit of competency (UoC) is applicable in timepiece companies. It covers the abilities to implement customer service management according to the customer service scheme of the organization to provide quality service, so as to develop corporate business.
Level	4
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the characteristics of customer service of the watch and clock industry <ul style="list-style-type: none"> • Understand the characteristics of customer service of the industry • Understand the service management of the industry <ul style="list-style-type: none"> • Customer's expectation • Value-added service for customers • Customer service culture • Customer's satisfaction • Understand rules to be complied with by industry-related customer service personnel, such as: <ul style="list-style-type: none"> • Codes of discipline and service • Concept of service ethics 2. Implement customer service management <ul style="list-style-type: none"> • Implement general customer service management according to the customer service requirements of the organization <ul style="list-style-type: none"> • Set customer service indicators and details • Analyze cases of complaint • Daily customer service management of retail stores • Service quality record management • Customer record and information management • Electronic customer service management <ul style="list-style-type: none"> • Website databank • Electronic customer service • Improve customer service management according to the assessment criteria of the organization 3. Exhibit professionalism <ul style="list-style-type: none"> • Employ interpersonal communication skills to establish and maintain quality customer service relations • Make customer's interest the first priority and abide by the Personal Data (Privacy) Ordinance when considering and formulating customer service management strategies
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Implement customer service management to provide good customer service according to corporate guidelines so as to strengthen and develop business.
Remark	