

Unit of Competency

Functional Area: Sales and Marketing

Title	Formulate Customer Service Scheme
Code	104923L5
Range	This unit of competency (UoC) is applicable in timepiece companies. It covers the abilities to formulate customer service scheme to provide quality customer service, so as to enhance corporate image and promote business.
Level	5
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess the knowledge of customer service <ul style="list-style-type: none"> • Understand the ‘customer-oriented’ principle in business • Understand the criteria and requirements on quality customer service of the watch and clock industry • Understand the customer service indicators of the industry for brands and products • Understand the organization’s development goal and resources and the strengths of different departments • Understand timepiece market demand and customers’ expectations • Understand how to strengthen the policy direction and future development of customer service in the watch and clock industry • Understand the changes in the industry and market environment 2. Formulate customer service scheme <ul style="list-style-type: none"> • Formulate a customer service scheme for the industry • Formulate the code of practice, guidelines and standards on customer service of relevant departments respectively <ul style="list-style-type: none"> • Make reference to relevant requirements and guidelines of the industry, and skilfully incorporate with the special condition of the organization and the local market • Design service operation system <ul style="list-style-type: none"> • System blueprint and framework • Key service personnel scheme • Corporate resources’ support • Routine operation of the organization, e.g.: <ul style="list-style-type: none"> • Code of practice and work discipline for customer service • Customer service duties • Standard workflow, operation and steps for service design • Standardized management of service facilities, e.g.: configuration, installation and maintenance of facilities and training of facility operation • Service environment management • Position the customer service and identify the target group of customers • Improve the customer service mechanism • Establish customer service assessment mechanism and recognize staff members with outstanding performance • Formulate electronic customer service scheme for the organization, such as: <ul style="list-style-type: none"> • Corporate website’s database • Procedures for handling online enquiries • Electronic customer service • Master market changes, understand customers’ needs, and review and adjust the customer service scheme regularly • Assess the effectiveness of operation and communicate with departments that have direct contact with customers • Submit reports to the higher level and the management 3. Exhibit professionalism <ul style="list-style-type: none"> • Make customer’s interest the first priority and abide by the Personal Data (Privacy) Ordinance when considering and formulating customer service management strategies • Employ interpersonal communication skills to establish and maintain quality customer service relations

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Formulate and monitor the customer service scheme to strengthen and promote corporate business; and• Master the changes in market environment of the watch and clock industry and adjust the customer service scheme to enhance competitiveness, and maintain close communication with industrial partners.
Remark	