

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Formulate Customer Service Management Strategies
Code	104926L6
Range	This unit of competency (UoC) is applicable in timepiece companies. It covers the abilities to formulate customer service management strategies according to the corporate mission and objectives, so as to suit the customer needs, to enhance corporate image and promote business.
Level	6
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of customer service management <ul style="list-style-type: none"> • Understand the importance of customer service management • Understand customer service management theories, including: <ul style="list-style-type: none"> • Concept of service market e.g. market opportunity • Strategies of service operation e.g. resources allocation analysis • Total Customer Service Package • Delivery of Total Service Package • Identifying target customers • Customer service and communication management matrix • Know how to measure service quality • Understand different customer service management strategies 2. Formulate customer service management strategies <ul style="list-style-type: none"> • Apply customer service management knowledge to formulate effective customer service management strategies according to the corporate objectives and development direction <ul style="list-style-type: none"> • Formulate customer service management plans <ul style="list-style-type: none"> • Service management operation • Services Process Matrix • Content, package, quality and pricing of service • Customer service promotion strategy • Electronic and internet service strategy • Customer service communication matrix strategy • Formulate external and internal service management logic strategies to change the service culture of the organization <ul style="list-style-type: none"> • Strategies to change the organizational structure or system e.g. recruitment, training, reward and penalty, staff commitment, etc. • Master the scope of customer service audits e.g. customers, staff, the management, the public, etc. • Identify shortcomings of service according to the service quality indicators, formulate improvement measures to ensure service quality • Audit the investment in customer service and anticipate the short-term and long-term returns in order to formulate customer service strategies • Formulate long-term customer service development and global customer service strategies, such as: <ul style="list-style-type: none"> • Expanding local customer service strategies <ul style="list-style-type: none"> • Single/diversified product strategy • Centralized or district diversification strategy • Franchise • Customer service strategy for Mainland China or overseas 3. Exhibit professionalism <ul style="list-style-type: none"> • Build 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

Unit of Competency

Functional Area: Sales and Marketing

Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Formulate customer service management strategies according to the corporate mission and objectives, so as to suit the customer needs; and• Formulate customer service management strategies to enhance corporate image, business development and profits, which benefits the development of the organization in the long run.
Remark	