

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Handle Customer Complaints
Code	104912L3
Range	This unit of competency (UoC) is applicable in timepiece companies. It covers the abilities to handle customer complaints according to corporate guidelines, and follow up to customers' satisfaction.
Level	3
Credit	6 (for reference only)
Competency	Performance Requirements - Knowledge of handling customer complaints - Understand corporate guidelines and procedures for handling customer complaints - Quality customer service - Guidelines on handling difficult customers - personnel authorized by the organization to settle customer complaints and their limit of authority - Procedures for referring cases of complaint - Procedures for settling complaints - Understand the timepiece products of the organization - Understand retail-related ordinances, e.g. customer rights, consumer rights, etc. - Good interpersonal relationship and communication skills - Understand the authority and responsibilities of the working position - Handle customer complaints - Understand the details and causes of complaints, including: - Service or product related - Time of the incident - Location of the incident - Staff involved at that time - Other details concerning the incident - Handle customer complaints according to the established corporate procedures - Understand the details of the complaint - Listen patiently to customer complaints or opinions - Calm down the customer - Apologize for inappropriate acts - Take appropriate measures to settle the problems in accordance with corporate guidelines - Refer the cases to appropriate persons to settle - Offer suitable solutions such as compensation, apology, etc. - Inform the customers about the progress and results, and ensure that they are satisfied - Maintain records of the complaints to avoid similar problems to occur again - Exhibit professionalism - Employ interpersonal communication skills to establish and maintain quality customer service relations - Possess good manners and good listening skills
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: - Master the nature and causes of complaints; - Offer suitable solutions to the customers and follow up to their satisfaction; and - Maintain records of the complaints to avoid similar incidents to occur again.
Remark	