1. Title	Implement quality customer service scheme
2. Code	105076L3
3. Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. It covers the abilities to make judgement and analysis; implement customer service management and provide quality service according to the quality customer service scheme, procedures and standards of the organization so as to satisfy customer needs and develop the retail business of the organization.
4. Level	3
5. Credit	6 (for reference only)
6. Competency	Performance Requirements 6.1 Knowledge of quality customer service ♦ Be familiar with the characteristics and features of the products of the organization ♦ Understand the customer service scheme of the organization ♦ Know the definition of quality customer service, including: • Difference between quality service and service • Forms of quality service - Customer perception - Customer expectation - Discrepancy between standard service and real service ♦ Understand the characteristics of customer service in the retail industry and the elements of retail service management, such as: • Customer value-added service • Customer service culture • Customer satisfaction ♦ Understand the rules and skills for retail service staff, such as: • Discipline and service code • Good communication skills • Good personal image • Understanding customer psychology 6.2 Implement quality customer service scheme ♦ Provide quality service to customers according to customer service standards of the organization, e.g.: • Master factors affecting customer's choice of products or services • Listen patiently to customers' enquiries / feedback • Identify customers' real needs and handle their concerns properly • Analyze customers' feedback or complaints • Perform customer service management routines in retail locations • Service quality record management • Customer record and information management

	• Electronize customer service management, e.g.: 　- Web database 　- Confidential database for customer information ♦ Review quality service standards and the quality of customer service provided by the organization according to changes in market environment, and recommend improvements 6.3　Exhibit professionalism ♦ Respect personal privacy when handling personal information of customers, and will not disclose, transfer or re-sell any customer information to the third party without authorization ♦ Consider the benefit of both the organization and the customers when implementing the customer service scheme ♦ Build and maintain quality customer service relationship with a sincere attitude and good interpersonal skills
7.　Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: (i)　Implement customer service management according to established corporate procedures; and (ii)　Provide quality service and let the customers leave good impression on the products / services of the organization, in order to strengthen and develop its business.
8.　Remark	