

|               |  |
|---------------|--|
| 1. Title      | Review products and services to maintain customer satisfaction level   |
| 2. Code       | 105080L4   |
| 3. Range      | This unit of competency (UoC) is applicable to staff responsible for selling products or customer service in the retail industry. It covers the abilities to make some analysis and judgement; follow corporate guidelines to ensure that customers are satisfied with the products/services provided by the organization; and maintain customer satisfaction level by reviewing the products and services regularly.  |
| 4. Level      | 4  |
| 5. Credit     | 3 (for reference only)   |
| 6. Competency | <p>Performance Requirements</p> <p>6.1 Understand factors affecting customer satisfaction level</p> <ul style="list-style-type: none"> <li>◆ Understand the importance of customer relationship and customer service</li> <li>◆ Master customer service procedures and policies of the organization</li> <li>◆ Understand the products/services provided by the organization or the shop</li> <li>◆ Understand factors affecting customer satisfaction level: <ul style="list-style-type: none"> <li>• Characteristics of products/services</li> <li>• Price of products/services</li> <li>• Quality stability</li> <li>• Packaging aesthetics and safety</li> <li>• Product diversification</li> </ul> </li> <li>◆ Master customer survey and analysis techniques</li> </ul> <p>6.2 Review products and services to maintain the stability of customer satisfaction</p> <ul style="list-style-type: none"> <li>◆ Conduct market research to analyze customer demand and satisfaction level for products/services, such as conducting: <ul style="list-style-type: none"> <li>• Premium customer survey regularly</li> <li>• Focus groups/general customer surveys in the retail stores regularly</li> <li>• Comprehensive surveys in the organization, branches and all service points</li> </ul> </li> <li>◆ Master the product/service performance data</li> <li>◆ Compare to the performance of competitors and analyze the market sales strategies</li> <li>◆ Formulate a product/service enhancement plan based on the market research report, e.g.: <ul style="list-style-type: none"> <li>• Marketing and promotion strategies</li> <li>• Image revamp</li> <li>• Repackage</li> <li>• Price adjustment</li> <li>• Placing the product in the right shop or on the right shelf</li> <li>• Increase inventories</li> <li>• Internal staff training</li> </ul> </li> </ul> |

|                        |  |
|------------------------|--|
|                        | <ul style="list-style-type: none"> <li>◆ Coordinate with all relevant departments to launch the enhancement plan</li> <li>◆ Monitor product/service performance and satisfaction level, and consider to discontinue products/services which are often poorly performed</li> </ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>◆ Protect the benefit of the organization when reviewing the products/services</li> <li>◆ Review the products or services in a professional manner without any deception or malpractice</li> </ul> |
| 7. Assessment Criteria | <p>The integrated outcome requirement of this UoC is the ability to:</p> <p>(i) Use market research information to review products/services of the organization in order to maintain customer satisfaction level.</p>  |
| 8. Remark              |  |