

1. Title	Provide support and advice to customers
2. Code	105071L1
3. Range	This unit of competency (UoC) is applicable to staff responsible for customer service or sales-related work in the retail industry. It covers the abilities to provide general support and consulting service to customers according to corporate procedures and standard. Complex technical support / enquiries will be referred to suitable technical personnel or departments to follow up.
4. Level	1
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements</p> <p>6.1 Knowledge of general customer support</p> <ul style="list-style-type: none"> ◆ Understand the importance of customer relationship and customer service ◆ Master the customer service procedures of the organization ◆ Master interpersonal skills, including: <ul style="list-style-type: none"> • Letting the customers feel warm and courteous • Being sincere and willing to help • Letting the customers feel comfortable and reliable • Being objective and impartial ◆ Master the basic skills of customer service ◆ Master the features and characteristics of products / services <p>6.2 Provide support and advice to customers</p> <ul style="list-style-type: none"> ◆ Answer general enquiries politely from visiting or calling-up customers on products / services ◆ Use appropriate questioning techniques to identify customer's needs when they make requests or need help ◆ Understand customers' questions or needs, and provide them with suitable advice / support, e.g.: <ul style="list-style-type: none"> • Recommend products and alternatives • Quote the product price and compare with similar products • Introduce product features, including the strengths, restrictions, operation, safety devices, etc. • Demonstrate the general operation and using steps of the products • Recommend associated care products and accessories • Seek help from the higher level for difficult questions or queries ◆ Handle customer enquiries on different kinds of products / service effectively ◆ Apply the good knowledge of products and shop facilities of the organization in answering customers' general enquiries, e.g.: <ul style="list-style-type: none"> • Locations of and products / services provided by different departments • Provide information on prices, promotions and discounts • Car park location and free parking details

	<ul style="list-style-type: none"> • Information on locations, routes and charges of different forms of public transport • Other facilities of the shop / mall, e.g. public telephone and toilet <p>◆ Explain clearly to the customers the reasons why it is more appropriate to refer their enquiries to other departments</p> <p>6.3 Exhibit professionalism</p> <p>◆ Ensure that the advice / support provided satisfies customers' needs and requirements, and maintain good relationship with customers</p>
7. Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <p>(i) Apply customer service skills, understand customers' needs, and provide advice and support to their satisfaction.</p>
8. Remark	