

Specification of Competency Standards
for the Printing and Publishing Industry
Unit of Competency

1. Title	Understand customer service requirements and methods
2. Code	PPPRCR302A
3. Level	3
4. Credit	6
5. Competency	<u>Performance Requirements</u> 5.1 Master customer service principle and methods ◆ Master buyer psychology of customer ◆ Understand role of customer service personnel ◆ Understand attitude, wording and skills for communication between customer service personnel and customer ◆ Use effective after-sales service to satisfy customer demand 5.2 Master principle and methods of handling customer complaint by ◆ Understand role of customer service personnel in complaint handling ◆ Know actual cause for customer complaint ◆ Understand proper attitude, wording and skills for customer service personnel handling customer complaint ◆ Master skills for solving problems ◆ Apply useful skills for handling complaints and solve customer-related problems

	5.3 Apply useful skills for customer service ♦ Apply useful skills for customer services based on buyer psychology of customer and according to set corporate policy, assist in providing after-sales services to satisfy customer demand, handle complaints properly and solve customer-related problems
6. Range	Apply useful skills for customer services based on buyer psychology of customer and according to set corporate policy, assist in providing after-sales services to satisfy customer demand, handle complaints properly, solve customer-related problems and perform related tasks in sales department and customer services department.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to apply useful skills for customer services, assist in providing after-sales services to satisfy customer demand, handle complaints and solve customer-related problems.
8. Remarks	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of customer service.