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

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

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| | 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:<br><br>(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. | |