

**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	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Master customer service principle and methods</p> <ul style="list-style-type: none"> <li>◆ Master buyer psychology of customer</li> <li>◆ Understand role of customer service personnel</li> <li>◆ Understand attitude, wording and skills for communication between customer service personnel and customer</li> <li>◆ Use effective after-sales service to satisfy customer demand</li> </ul> <p>5.2 Master principle and methods of handling customer complaint by</p> <ul style="list-style-type: none"> <li>◆ Understand role of customer service personnel in complaint handling</li> <li>◆ Know actual cause for customer complaint</li> <li>◆ Understand proper attitude, wording and skills for customer service personnel handling customer complaint</li> <li>◆ Master skills for solving problems</li> <li>◆ Apply useful skills for handling complaints and solve customer-related problems</li> </ul>

	<p>5.3 Apply useful skills for customer service</p> <p>◆ 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</p>
6. Range	<p>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.</p>
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(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.</p>
8. Remarks	<p>The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of customer service.</p>