

**Specification of Competency Standards**  
**for the Automotive Industry**  
**Unit of Competency**

Functional Area - Common Competency

Title	Manage customer relationship
Code	108794L3
Range	This unit of competency is applicable in workplaces relevant to vehicle sales and its after-sales services. Practitioners should be able to employ customer relationship management techniques appropriately to maintain good relationship with customers to strengthen the company's business and reputation.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Customer relationship management)</p> <ul style="list-style-type: none"> <li>• Understand customer relationship management theory, such as: <ul style="list-style-type: none"> <li>○ Customer knowledge</li> <li>○ Customer satisfaction</li> <li>○ Establishment of customer relationship</li> <li>○ The ethical concept of customer relationship</li> </ul> </li> <li>• Master customer relationship management techniques.</li> <li>• Good understanding of the vehicle manufacturer's policy on brands/product services and organisational policy on customer relationship management.</li> <li>• Good understanding of general customer information and management of information system including privacy protection and regulations.</li> </ul> <p>2. Performance (Manage customer relationship)</p> <ul style="list-style-type: none"> <li>• Establish and maintain stable and permanent relationship with customers according to the guidelines and policies of the vehicle manufacturer and the organisation, such as: <ul style="list-style-type: none"> <li>○ Routine customer interaction management, e.g. visits, mails and other electronic communications</li> <li>○ Communication and interaction record management, e.g. conversations, phone calls, emails and letters</li> <li>○ Maintain record of customers' crucial information</li> <li>○ Monitor reports on customer relationship, such as: <ul style="list-style-type: none"> <li>▪ Answer enquiries, make quotation and verification</li> <li>▪ Keep promises</li> <li>▪ Handle customers' complaints</li> </ul> </li> <li>○ Customer evaluation and classification</li> <li>○ Handle general customer information system management, such as: <ul style="list-style-type: none"> <li>▪ Keep customer information on file</li> <li>▪ Retrieve data base and data</li> <li>▪ Update data</li> <li>▪ Analyse relationship</li> <li>▪ Compile reports</li> <li>▪ Make back-up</li> <li>▪ Maintain close contact with other departments in the organisation (e.g. service department or sales department) to fully utilise customer information</li> </ul> </li> </ul> </li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are that the practitioner being assessed shall prove that he/she is:</p> <ul style="list-style-type: none"> <li>• Capable of understanding customer relationship management theory; and</li> </ul>

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	<ul style="list-style-type: none"><li>• Capable of employing customer relationship management techniques appropriately to maintain good relationship with customers; and fully utilising customer information to strengthen and enhance business.</li></ul>
Remark	The practitioner concerned already understand the Data Privacy Ordinance