

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Common Competency

Title	Manage customer services
Code	108795L4
Range	This unit of competency is applicable in workplaces providing vehicle sales and after-sales services. Practitioners should be able to employ customer services management techniques to facilitate staff to serve customers according to the customer services plan of the organisation to enhance business.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Customer services management)</p> <ul style="list-style-type: none"> • Master the customer services management theory, such as: <ul style="list-style-type: none"> ○ Customers' expectation ○ Value-added services for customers ○ The culture of customer services ○ The degree of customer satisfaction ○ The directional guides on customer services provided by the manufacturing plant of the vehicle brand and the organisation • Good understanding of the respective rules that must be observed by customer services staff in the industry, such as: <ul style="list-style-type: none"> ○ Rules on discipline and services ○ The concept of service ethics ○ Privacy Protection Ordinance <p>2. Performance (Manage customer services)</p> <ul style="list-style-type: none"> • Perform the general duty of customer services management according to the disciplinary requirements and rules of services provided by the brand itself and the organisation for customer services staff. <ul style="list-style-type: none"> ○ Supervise and train staff ○ Establish customer services performance indicators ○ Analyse and handle complaint cases ○ Manage customer services during the pre-sales, sales and after-sales phases ○ Manage service quality records ○ Handle general customer files and message management ○ Handle general electronic customer services management ○ Enforcement and implementation of the Privacy Protection Ordinance • Improve customer services regularly according to organisational assessment criteria and feedback mechanism. • Arrange reports on a regular basis; report to and communicate with the manufacturing plant of the vehicle brand and relevant departments in the organisation; and demand for enhancement and improvement.
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is that the practitioner being assessed shall prove that he/she is:</p> <ul style="list-style-type: none"> • Capable of managing customer services according the instructions provided by the vehicle manufacturer and the organisation; providing good customer services for enhancement and improvement to consolidate and foster business.
Remark	