

Specification of Competency Standards for the Retail Industry
Units of Competency for ‘Customer Services’

1. Title	Handle customers’ complaints
2. Code	111333L3
3. Range	This unit of competency (UoC) is applicable to customer service staff in the retail industry. Practitioners have the ability to handle customers’ complaints effectively according to the procedures and criteria of the organisation, and follow up to customers’ satisfaction.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements</p> <p>6.1 Understand the knowledge of handling customers’ complaints</p> <ul style="list-style-type: none"> ◆ Understand the organisation’s established guidelines and procedures for handling customers’ complaints <ul style="list-style-type: none"> ● Quality customer service ● Guidelines on handling difficult customers ● personnel authorised by the organisation to settle customers’ complaints and their limit of authority ● Procedures for referring cases of complaint ● Procedures for settling complaints ● Understand the products and services of the organisation ● Understand retail-related ordinances (e.g. customer rights, consumer rights) ◆ Possess interpersonal relationship and communication skills ◆ Understand the authority and responsibilities of the working position ◆ Master communication and listening skills <p>6.2 Handle customers’ complaints</p> <ul style="list-style-type: none"> ◆ Understand the details and causes of complaints, including: <ul style="list-style-type: none"> ● Service or product related ● Time of the incident ● Location of the incident ● Staff involved at that time ● Other details concerning the incident ◆ Take appropriate measures to settle the problems in accordance with corporate guidelines <ul style="list-style-type: none"> ● Refer the cases to appropriate persons to settle ● Offer suitable solutions such as compensation, apology, etc. ● Inform the customers about the progress and results, and ensure that they are satisfied ● Maintain records of the complaints and devise action plans for improvement, and review regularly to avoid similar problems to occur again <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ◆ Possess good manners, rationality, empathy and good listening skills ◆ Use interpersonal communication skills to establish and maintain quality customer service relationship ◆ Consider and balance the interest of the organisation and the customers when handling customers’ complaints
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ◆ Master the details and causes of complaints; ◆ Offer suitable solutions to the customers and follow up to their satisfaction; and ◆ Maintain records of the complaints to avoid similar incidents to occur again.
8. Remark	This UoC is adopted from 105079L3.