

**Specification of Competency Standards
for the Chinese Catering Industry
Unit of Competency**

1. Title	Master customer communication skills
2. Code	CCZZSS301A
3. Level	3
4. Credit	3
5. Competency	<p style="text-align: right;"><u>Performance Requirements</u></p> <p>5.1 Overcome communication barriers for effective communications</p> <ul style="list-style-type: none"> ◆ Know about the basic elements of communication barriers and their effects on communication competency ◆ Understand how to deal with or eliminate such barriers ◆ Know about the background of communication barriers and the effects of inappropriate timing, behavior and environment ◆ Know about the effects of personal background and knowledge on communications <p>5.2 Satisfy the real needs of customers</p> <ul style="list-style-type: none"> ◆ Establish effective communication channels with customers ◆ Conduct effective communications with facial expressions, voices, eye contacts and atmosphere ◆ Know about the role and definition of customers ◆ Apply effective listening skills ◆ Apply customer relationship management skills to satisfy the real needs of customers <p>5.3 Apply customer communication skills</p> <ul style="list-style-type: none"> ◆ Apply customer communication skills in daily work to satisfy customer needs
6. Range	While working in Chinese restaurants or relevant workplaces, practitioners should be able to conduct effective communications with customers in order to satisfy customer needs.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) the abilities to overcome communication barriers, communicate with customers effectively and satisfy customer needs in daily work.
8. Remarks	This unit of competency is applicable to practitioners of the catering services section in Chinese restaurants.