

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Laundry Services

Title	Build and maintain customer relationships
Code	110329L3
Range	Build and maintain relationships with customer of laundry services. This applies to individuals who are required to build and maintain a long-term trust relationship with the customers in the interactions so as to improve the business performance.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the subject area</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • recognise the importance of good customer relationship to laundry services business • understand the guiding principles and associated measures or guidelines about customer relationship of the organisation (e.g. loyalty programme) • understand the methods and techniques for building and maintaining daily customer relationships <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • use appropriate techniques to know and build relationships with customers and to understand their needs and preferences of laundry services • use appropriate methods and channels to keep contact with customers so as to maintain customer relationships • record, renew or retrieve customer information when necessary • execute applicable customer relationship activities in accordance with project planning of the organisation (e.g. invitation to become a member) <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • adopt a positive and friendly attitude to build a good relationship with all kinds of customers • carefully store the personal information of customers
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Building and maintaining a long-term trust relationship with customers in the interactions so as to improve the business performance.
Remark	Modified from the UoC of Specification of Competency Standards for the Retail Industry (Version 1, UoC code: 105074L2)