

**Unit of Competency**

**Functional Area: Sales and Merchandising**

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|---------------------|---|
| Title               | Manage customer service   |
| Code                | 105250L4  |
| Range               | This unit of competency is applicable to practitioners in the import and export industry in establishing and implementing customer service procedures.  |
| Level               | 4   |
| Credit              | 6 (for reference only)  |
| Competency          | <p>Performance Requirement</p> <ol style="list-style-type: none"> <li>1. Possess and apply knowledge of customer service management                             <ul style="list-style-type: none"> <li>• Apply the principles of customer service management to define customer service procedures</li> <li>• Use appropriate approaches (e.g., best practices on discipline, services, and ethics) to implement and review customer service procedures</li> </ul> </li> <li>2.1. Define company principles                             <ul style="list-style-type: none"> <li>• Seek advice from stakeholders of the company to define company objectives</li> <li>• Define company principles on customer service</li> </ul> </li> <li>2.2. Define duties and responsibilities                             <ul style="list-style-type: none"> <li>• Determine the scope of services</li> <li>• Define duties and responsibility of staff members performing customer service</li> </ul> </li> <li>2.3. Define procedures                             <ul style="list-style-type: none"> <li>• Establish the service standard of customer service</li> <li>• Develop guidelines for staff members to serve customers and solve routine problems</li> <li>• Define procedures for staff members to provide consistent and quality service to meet the pre-defined performance standard of customer service</li> </ul> </li> <li>2.4. Implement procedures                             <ul style="list-style-type: none"> <li>• Consult relevant personnel to make decisions on implementation of procedures</li> <li>• Ensure compliance of the procedures to provide consistent service to customers</li> <li>• Implement procedures to solve routine problems and answer enquiries</li> <li>• Monitor progress in achieving quality customer service</li> </ul> </li> <li>3. Review and fine-tune customer service procedures                             <ul style="list-style-type: none"> <li>• Identify solutions to overcome difficulties in meeting performance standard of customer service</li> <li>• Review with relevant parties to provide constructive advice to improve delivery of customer service</li> <li>• Make adjustments to enhance procedures</li> <li>• Provide recommendations to enhance the quality of products/services</li> </ul> </li> </ol> |
| Assessment Criteria | <p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable of defining duties and responsibilities of customer service staff members in the import and export industry</li> <li>• Capable of defining, implementing, and reviewing the procedures of customer services in the import and export industry</li> </ul>  |
| Remark              |   |