

**Unit of Competency****Functional Area: Sales and Merchandising**

Title	Update customers with latest company news
Code	105172L2
Range	This unit of competency is applicable to practitioners in the import and export industry. Practitioners should be capable of responding customers' needs by using effective communication channels to update customers with latest company news so as to maintain good relationship with customers with a view to developing business opportunities.
Level	2
Credit	3 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> <li>1. Possess basic knowledge of communication <ul style="list-style-type: none"> <li>• Describe the operation of the import and export industry</li> <li>• Describe the company's structure, functions of different departments, work flow and modes of co-operation among departments</li> <li>• Capable of mastering common terms used in the import and export industry, the abbreviations, technical terms and legal terminology</li> <li>• Describe the business relationship between the company and each of its customers, their characteristics and their needs for services</li> <li>• Master current market situation of the import and export industry, its future development and the latest development of the company</li> <li>• Describe the steps for developing effective communication</li> <li>• Describe various communication channels and how to use them effectively</li> <li>• Describe the importance of organising information</li> <li>• Describe the laws guiding the release of promotional information and keeping of customer information</li> </ul> </li> <li>2. Inform customers of the latest news <ul style="list-style-type: none"> <li>• Decide on the message and objective for communication</li> <li>• Master the needs of existing and prospective customers, and send out information to identify target customer groups</li> <li>• Select suitable and effective communication channels</li> <li>• Organise information</li> <li>• Use customer information legally and send out the company's latest information to target customer groups at the right time through suitable channels</li> <li>• Contact relevant customers according to the situation to ensure that the information can effectively reach the customers and find out if they understand the information</li> <li>• Assess the effects of communication and recommend revision under guidance</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency is:</p> <ul style="list-style-type: none"> <li>• Capable of following supervisor's instructions to send out updated information of the company to customers through effective communication channels according to the information for release and customers' needs so as to maintain good relationship with them with a view to developing business opportunities.</li> </ul>
Remark	This UoC is adapted from the Logistics UoC LOCUSM211A