

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Operations Management

Title	Formulate customer relationship management strategy
Code	LOCUOM515B
Range	This unit of competency is applicable to sea freight, air freight and express operators. Practitioners should be capable to formulate the customer relationship management strategy for the company to maintain good customer relationship.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess the knowledge of customer relationship management</p> <ul style="list-style-type: none"> • Understand the services and operation mission of the company • Understand the importance of customer relationship management to the company operation • Master marketing control concepts and techniques • Master sales performance measuring methods and techniques • Understand the influence of customer relationship management system on the development trend of the company • Understand the relationship between the company and customers and their behaviours • Understand the market trend and the customer classification • Understand the value of customers to the company and the price for losing them • Understand the company's role in the market, e.g. market leader or market challenger • Understand different customer service management system in the market and their advantages and disadvantages • Understand sales performance measurement tools and techniques • Analyse relationship between customer relationship and market share <ul style="list-style-type: none"> ○ Customer penetration rate ○ Customer loyalty ○ Customer selection ○ Price selection <p>2. Formulate customer relationship management strategy</p> <ul style="list-style-type: none"> • Market re-positioning and target customer selection • Identify major customers and potential customers • Establish the customer data bank • Formulate the customer relationship management policy in accordance with the operation and development trend of the company • Formulate different sales and service strategies to meet customer needs • Make good use of the customer relationship management strategy to improve business • Formulate strategies to enhance customer loyalty • Establish key performance indicators and measurement tools to ensure the efficiency and effectiveness of the strategies and plan • Review the customer relationship strategy regularly and formulate effective solutions during downturn • Discuss customer relationship management problems and solutions with respective departments • Analyse account management status of different customers • Compile reports to illustrate the customer relationship management strategy

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	<ul style="list-style-type: none">• Discuss both internal and external parties to ensure the suitability and capabilities of the current strategies
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none">• Capable to analyse market information, the customers and business policy of the company, and to formulate the customer relationship management strategy to the benefit of the company and customer relationship;• Capable to compile reports to illustrate the customer relationship management strategy; and• Capable to develop key performance indicators to capture the result of the customer service relationship management strategy
Remark	