

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Receive customers
Code	LOCUSM209B
Range	This unit of competency is applicable to all kinds of sea freight, air freight and express companies. Practitioners should be capable to understand the customer needs and apply communication skills to receive customers under supervision according to procedures and standards set by the company.
Level	2
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of customer service</p> <ul style="list-style-type: none"> • Understand the operation of the logistics industry • Have understanding of the company's business operation, including its business scope, its operation, work flow, pricing and work allocation among departments, etc. • Understand the market situation of the logistics industry and its future development • Understand customers' business scope and nature, their service requirements and their relationship with the company, etc. • Know about competitors in the market, including services provided, their pricing and new moves, etc. • Understand the techniques of customer service, including: telephone manners, language skills, communication skills, body language, matching of clothes, and interpersonal relationship, etc. • Understand the concepts of customer satisfaction and its surveying method <p>2. Receive customer</p> <ul style="list-style-type: none"> • Greet customers and introduce oneself according to the procedures set by the company • Ensure that the personal appearance suits different occasions • Apply good customer communication skills to understand customer needs and offer advice whenever it is possible; timely report to the superiors for help when encountering difficulty in the course of communication • Serve customers with proper customer service attitude, and impress them with friendly services including being polite, attentive, respectful, and enthusiastic • Keep the corporate image • Maintain relationship with customers, and collect and file their contact information properly according to the procedures set by the company
Assessment Criteria	<p>This integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to understand customers' preference and demand for logistics services so as to facilitate transactions; and • Capable to apply good communication skills to serve customers according to the procedures and requirements set by the company while keeping the corporate image
Remark	