

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Update customers with latest company news
Code	LOCUSM211B
Range	This unit of competency is applicable to all kinds of sea freight, air freight and express companies. Practitioners should be capable to respond to 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 Requirements</p> <p>1. Basic knowledge of communication</p> <ul style="list-style-type: none"> • Know about the operation of the logistics industry • Understand the company's structure, functions of different departments, work flow and modes of cooperation among departments • Capable to master common terms used in the logistics industry, the abbreviations, technical terms and legal terminology • Understand the business relationship between the company and each of its customers, their characteristics and their needs for logistics services • Master current market situation of the logistics industry, its future development and the latest development of the company • Understand the steps for developing effective communication • Know about various communication channels and how to use them effectively • Understand the importance of organising information • Understand the laws guiding the release of promotional information and keeping of customer information <p>2. Inform customers of the latest news</p> <ul style="list-style-type: none"> • Decide on the message and objective for communication • Master the needs of existing and prospective customers, and send out information to identify target customer groups • Select suitable and effective communication channels • Organise information • Use customer information legally and send out the company's latest information to target customer groups at the right time through suitable channels • 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 • Assess the effects of communication and recommend revision under guidance
Assessment Criteria	<p>This integrated outcome requirements of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to follow 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.
Remark	