

**Specification of Competency Standards**  
**for the Logistics Industry**  
**Unit of Competency**

Functional Area - Sales, Marketing and Customer Services

Title	Use simple Putonghua for business communication with customers
Code	LOCUSM214B
Range	This unit of competency is applicable to all kinds of sea freight, air freight and express companies. Practitioners should be capable to use basic Putonghua terms for business communication with customers.
Level	2
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Basic Putonghua terms for logistics industry and general sales terms</p> <ul style="list-style-type: none"> <li>• Understand the basic operation of the logistics industry</li> <li>• Understand the basic business operation of the company</li> <li>• Know about Putonghua terms and their correct pronunciations, which include common terms, the abbreviations and technical terms used in the logistics industry</li> <li>• Know about general sales terms</li> <li>• Know about general communication skills and skills for customer service</li> </ul> <p>2. Use simple Putonghua for business communication with customers</p> <ul style="list-style-type: none"> <li>• Use simple Putonghua to clearly introduce company information to customers such as range of service, charge, discounts and other value-added services, etc.</li> <li>• When there is any communication problem or complaint during the process of handling business with customers, respond to customers' requests on a case by case basis, and report to senior levels and seek help at the right time</li> </ul>
Assessment Criteria	<p>This integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> <li>• Capable to understand basic Putonghua terms used in the logistics industry, and be capable to use simple Putonghua for business communication with customers. In case there is any communication problem, report to senior levels and find out the best way to handle it.</li> </ul>
Remark	