

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Implement customer service management
Code	LOCUSM309B
Range	This unit of competency is applicable to all sea freight, air freight, and express operators. Practitioners should be capable to master existing customer service management strategies to enable the effective implementation of customer service management and achieve company's intended outcome.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess the knowledge of customer service</p> <ul style="list-style-type: none"> • Understand customer service related to the logistics industry including reception, response to inquiries, handling complaints and business promotion, etc. • Understand factors that affect customers' overall impression of the service including reception environment, reception location, receptionists' communication skills, time taken in handling problems and quality of solutions provided, etc. • Understand the importance of customer to the company and customer service management strategies of the company • Understand service cycle system including: <ul style="list-style-type: none"> ○ Relationship between customer satisfaction and staff service ○ Understanding elements of service excellence including work efficiency, speed, knowledge, sincerity, image and courtesy, etc. <p>2. Implement customer service management</p> <ul style="list-style-type: none"> • Implement customer service management including: <ul style="list-style-type: none"> ○ Managing staff service attitude ○ Acquiring customers' experience after service consumption • Implement customer service standard including: <ul style="list-style-type: none"> ○ Following the set of guidelines drawn up for frontline staff ○ Providing customers with services that meet the standard consistently ○ Ensuring that staff understand company's requirements and enhance job satisfaction • Build up a successful team including: <ul style="list-style-type: none"> ○ Organising staff into team members ○ Assigning team members to different positions properly ○ Giving full play to one's strengths effectively ○ Building up team's tacit understanding and full cooperation ○ Review, modify and improve customer service regularly ○ Measure and analyse customer service standard • Establish key performance indicator to measure the efficiency and effectiveness of the company's customer relationship management system • Regular review with both internal and external parties to achieve common goals
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to master knowledge about customer service; and • Capable to master service management strategies and staff service guidelines so as to implement customer service management effectively
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