

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

Functional Area - Sales, Marketing and Customer Services

Title	Handle and review customer's opinions and complaints about service quality
Code	LOCUSM312B
Range	This unit of competency is applicable to all sea freight, air freight, and express operators. Practitioners should be capable to understand customers' opinions and complaints about service quality and capable to handle them properly.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the main points in handling customers' complaints</p> <ul style="list-style-type: none"> <li>• Understand the importance of customers' opinions to company's development</li> <li>• Understand the relationship between different customers and company</li> <li>• Understand customers' requirements for service quality</li> <li>• Understand competitors including services provided, their strengths and weaknesses, service charges and new moves, etc.</li> <li>• Understand the main points in handling customers' complaints including: <ul style="list-style-type: none"> <li>○ Company's existing procedures and rules</li> <li>○ Company's operation mode</li> <li>○ Customers' background and behaviour</li> <li>○ Methods of communication and response</li> <li>○ Case investigation and follow-up</li> <li>○ Techniques in rebuilding, maintaining and strengthening customer relationship</li> <li>○ Review of the incident</li> </ul> </li> <li>• Understand the company including business operation, cooperation between departments, and strengths and weakness of services provided, etc.</li> </ul> <p>2. Handle customers' complaints</p> <ul style="list-style-type: none"> <li>• Handle and respond to general complaints from customers immediately according to company's existing procedures and rules</li> <li>• Respond to special complaint cases immediately according to company's existing procedures and rules and conduct investigation and follow-up</li> <li>• Capable to apply different communication and response methods to rebuild, maintain and even strengthen the relationship between company and customers</li> <li>• Review complaint cases under instruction and put forward appropriate improvement proposals</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable to handle properly, investigate and respond to customers' complaints according to existing procedures and rules, to rebuild, maintain and even strengthen the relationship between company and customers; and</li> <li>• Capable to review complaint cases under instruction and put forward appropriate improvement proposals</li> </ul>
Remark	