

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Analyse customers' freight service needs
Code	LOCUSM407B
Range	This unit of competency is applicable to all sea freight, air freight and express operators. Practitioners should be capable to have an in-depth understanding of customers' freight service needs so that the services provided by the company could meet customers' requirements.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of freight services</p> <ul style="list-style-type: none"> • Understand freight services and logistics operation • Understand the relevant regulatory requirement on this area • Understand the macro freight market and factors affecting market demand, such as the economy, environment for competition, politics and legislations • Master channel for competition climates • Master theories and methods for customer needs analysis • Master basis techniques for statistics and data analysis • Master techniques in establishing and maintaining customer relationship • Master techniques in communicating with customers <p>2. Analyse customers' freight service needs</p> <ul style="list-style-type: none"> • Obtain data, information and intelligence about customer's operation or sales • Analyse the business situation of the customer • Use statistical and operations management methods to forecast customer's freight volume in future • Visit customer's company to understand and assess customer's freight service needs • Analyse factors like freight volume, transport mode, cargo type, destination and changes in time and season according to the information provided by the customer • Communicate effectively and establish good relationship with the customer through different channels in order to understand the customer's needs • Analyse the customer's needs of other freight services, such as re-packaging, consolidation, etc. • Compile a report to explain customer's freight needs and help the decision-makers to formulate services strategy effectively • Establish channels to assess the competition climate
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to analyse accurately and fully the customer's freight service needs by using effectively the information provided by the customer, and help the company to provide suitable services to the customer; and • Capable to compile reports to illustrate the evaluation of customers' freight service needs so as to help effectively the decision-making level to formulate service strategies
Remark	