

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Formulate customer relationship strategy
Code	LOCUSM408B
Range	This unit of competency is applicable to all sea freight, air freight and express operators. Practitioners should be capable to formulate a customer-oriented strategy for customer relationship to strengthen the relationship with customers and achieve a win-win result.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of customer relationship</p> <ul style="list-style-type: none"> • Understand the importance of establishing good relationship with customers • Understand the impact of establishing good relationship with customers on the business strategy of the company • Understand the freight service needs of existing and potential customers • Understand factors affecting customer's choice of freight operators • Understand company's resources and limitations • Understand the concept of business partner relationship • Master the tools for the analysis of the relationship between the customer and the company's business performance, such as the ABC analysis and the major customer group analysis • Master different channels to contact customers • Understand the need to formulate relationship strategy for respective customers • Understand causes of customer dissatisfaction and customer loss <p>2. Formulate customer relationship strategy</p> <ul style="list-style-type: none"> • Classify customers according to the business strategy of the company, and customer's needs, characteristics and business turnover • Analyse the possibility of establishing good relationship with the customer and the advantages and disadvantages for both sides • Analyse customer's business direction and freight service needs, and formulate the customer relationship strategy accordingly • Communicate with the customer regularly and suggest tailor-made services accordingly • Set up customer service group to analyse and assess performance of the services provided to major customers • Compile reports and guidelines to illustrate the formulated customer relationship strategy to the sale department
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to analyse the characteristics and service needs of the customer groups of the company; • Capable to suggest different effective channels to contact and communicate with customers; and • Capable to compile reports to illustrate the formulated customer relationship strategy.
Remark	