

Specification of Competency Standards for the Logistics Industry
Unit of Competency

1. Title	Formulate customer relationship management strategy
2. Code	LOCUOM515A
3. Range	This unit of competency is applicable to sea freight, air freight and express operators. Practitioners should be capable to formulate the customer relationship management strategy for the company to maintain good customer relationship.
4. Level	5
5. Credit	6 (for reference only)
6. Competency	<u>Performance Requirements</u>
	<p>6.1 Knowledge of customer relationship management</p> <ul style="list-style-type: none"> ◆ Understand the services and operation mission of the company ◆ Understand the importance of customer relationship management to the company operation ◆ Master marketing control concept and techniques ◆ Master sales performance measuring methods and techniques ◆ Analyze relationship between customer relationship and market share <ul style="list-style-type: none"> • Customer penetration rate • Customer loyalty • Customer selection • Price selection ◆ Understand the application of customer relationship management ◆ Understand the influence of customer relationship management system on the development trend of the company ◆ Understand the relationship between the company and customers and their behaviours

	<p data-bbox="384 622 675 869">6.2 Formulate customer relationship management strategy</p> <ul style="list-style-type: none"> <li data-bbox="783 226 1461 309">◆ Understand the market trend and the customer classification in use <li data-bbox="783 331 1461 414">◆ Understand the value of customers to the company and the price for losing them <li data-bbox="783 436 1461 577">◆ Understand the company's role in the market, e.g. market leader or market challenger <li data-bbox="783 622 1331 705">◆ Market re-positioning and target customer selection <li data-bbox="783 728 1430 810">◆ Identify major customers and potential customers <li data-bbox="783 833 1337 869">◆ Establish the customer data bank <li data-bbox="783 891 1437 1079">◆ Formulate the customer relationship management policy in accordance with the operation and development trend of the company <li data-bbox="783 1102 1401 1184">◆ Formulate different sales and service strategies to meet customer needs <li data-bbox="783 1207 1390 1348">◆ Make good use of the customer relationship management strategy to improve business <li data-bbox="783 1370 1469 1453">◆ Formulate strategies to enhance customer loyalty <li data-bbox="783 1476 1469 1617">◆ Review the customer relationship strategy and formulate effective solutions during downturn <li data-bbox="783 1639 1465 1780">◆ Discuss customer relationship management problems and solutions with respective departments <li data-bbox="783 1803 1430 1886">◆ Analyze account management status of different customers <li data-bbox="783 1908 1469 1991">◆ Compile reports to illustrate the customer relationship management strategy
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7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Capable to analyze market information, the customers and business policy of the company, and to formulate the customer relationship management strategy to the benefit of the company and customer relationship; and (ii) Capable to compile reports to illustrate the customer relationship management strategy
8. Remarks	