

Specification of Competency Standards for the Logistics Industry

Unit of Competency

1. Title	Implement customer service management
2. Code	LOCUSM309A
3. 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.
4. Level	3
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Knowledge of customer service</p> <ul style="list-style-type: none">◆ Understand customers' importance to company and company's strategies on customer service management◆ 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 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>6.2 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"> • Organizing 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 analyze customer service standard
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to master knowledge about customer service; and (ii) Capable to master service management strategies and staff service guidelines so as to implement customer service management effectively.
8. Remarks	