

Specification of Competency Standards for the Logistics Industry

Unit of Competency

1. Title	Use complicated Putonghua for business communication with customers
2. Code	LOCUSM314A
3. Range	This unit of competency is applicable to all kinds of sea freight, air freight and express companies. Practitioners should be capable to use complicated Putonghua to communicate with customers so as to understand clearly their needs and execute relevant duties effectively.
4. Level	3
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Complicated Putonghua communication skills</p> <ul style="list-style-type: none">◆ Understand fairly the operation of the logistics industry◆ Master common terms, the abbreviations and technical terms used in the logistics industry◆ Know about Putonghua terms and their correct pronunciations, which include common terms, the abbreviations and technical terms used in the logistics industry◆ Understand the company structure, functions and work flow of different departments, cooperation mode among departments and their terms of reference◆ Understand the business relationship between the company and customers and characteristics of each customer◆ Possess good communication skills and skills for receiving customers◆ Good interpersonal skills◆ Good sales techniques

	<p>6.2 Use complicated Putonghua for business communication with customers</p> <ul style="list-style-type: none"> ◆ Use complicated Putonghua to communicate with customers so as to understand clearly their needs and execute relevant duties effectively ◆ Respond to customers' requests for more detailed explanation of business according to personal ability, and report to senior levels and seek help at the right time ◆ When there is any communication problem or complaint during the communication with customers, report immediately to senior levels and find out the best way to handle it ◆ When there is any communication problem during the process of handling business with customers, report immediately to senior levels for handling
7. Assessment Criteria	<p>This integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to use complicated Putonghua to communicate with customers so as to understand clearly their needs and execute relevant duties effectively.</p>
8. Remarks	