

## Specification of Competency Standards for the Logistics Industry

### Unit of Competency

|               |  |
|---------------|--|
| 1. Title      | Manage customer service centres  |
| 2. Code       | LOCUSM402A   |
| 3. Range      | This unit of competency is applicable to all sea freight, air freight, and express operators. Practitioners should be capable to master knowledge about customer service management, manage customer service centres, give clear instructions to staff members, and implement customer service management effectively.   |
| 4. Level      | 4  |
| 5. Credit     | 9 ( for reference only )   |
| 6. Competency | <p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Knowledge about customer service centres</p> <ul style="list-style-type: none"><li>◆ Understand the relationship between customer service centres and company's core business</li><li>◆ Understand the actual operation of the logistics industry, master the sales environment</li><li>◆ Master the method of using marketing strategies to influence consumer behaviour</li><li>◆ Understand the requirements of customers in the logistics industry with regard to the services provided by customer service centres including reception, enquiry, handling of complaints and business promotion, etc., and understand different customers' requirements for service quality</li><li>◆ Understand the factors that affect customers' impression of the overall service including reception environment, reception location, receptionists' communication skills, time taken in handling problems and solutions provided</li></ul> |

|                        |   |
|------------------------|---|
|                        | <p>6.2 Formulate customer service centre policies</p> <ul style="list-style-type: none"> <li>◆ Master the management skills of customer service management</li> <li>◆ Understand the legislations related to the operation of customer service centres</li> <li>◆ Clearly define company service principles and objectives, and formulate service operation mode</li> <li>◆ Apply effective methods to assess and satisfy consumers' needs</li> <li>◆ Clearly define the duties and responsibilities of staff members and related management staff</li> <li>◆ Clearly define the procedures and guidelines for managing and monitoring service quality standard</li> <li>◆ Contact relevant departments and implement effective human resources policies for customer service centres</li> <li>◆ Formulate policies for adhering to relevant legal regulations</li> <li>◆ Formulate policies for assessing and collecting opinions for performance review</li> <li>◆ Implement policies and procedures for ensuring effective financial management</li> </ul> |
| 7. Assessment Criteria | <p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to formulate customer service centres' policies and staff service guidelines to enable the effective operation of customer service centres.</p>   |
| 8. Remarks             |   |