

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Smart Logistics

Title	Implement e-commerce procedures for the logistics industry
Code	LOCUEL304B
Range	This unit of competency is applicable to relevant logistics enterprises. Practitioners should be capable to conduct different forms of e-commerce operation among relevant enterprises or units in the industry.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess basic knowledge of e-commerce operation</p> <ul style="list-style-type: none"> • Understand different types of e-commerce, including: <ul style="list-style-type: none"> ○ Business-to-customer (B2C) e-commerce ○ Business-to-business (B2B) e-commerce ○ Customer-to-customer (C2C) e-commerce ○ Online-to-offline (O2O), Omni-Channel ○ Cross-Border e-Commerce ○ Other different new emerging e-commerce business models • Understand the e-commerce relationship between the company and/or individual and relevant units • Understand the related legal responsibilities and risks between the company and different units when conducting various e-commerce operations • Understand which processes in the logistics operation of different types of company are suitable to adopt e-commerce procedures • Understand e-commerce procedures of the company, including: <ul style="list-style-type: none"> ○ Customer online and security ○ Customer data processing ○ Search management ○ Content and product/service catalogue management ○ New product/function/sales notice management ○ Order management ○ Payment management ○ Cargo Tracking ○ Operation flow management ○ Special incident/ information notification, etc ○ Big Data, Internet of Things (IoT), Artificial Intelligence (AI), Blockchain technology, etc. • Understand the information technology adopted in e-commerce operation conducted between the company and relevant units • Understand trade compliance and relevant regulatory requirement and restrictions • Understand different service mode and types in order to offer high flexibilities service based on the customers' requirement • Understand the documentation requirement for different types of e-Commerce • Understand the countries requirement of e-Commerce trade <p>2. Implement e-commerce procedures among relevant units in the logistics industry</p> <ul style="list-style-type: none"> • Adopt suitable technologies to conduct e-commerce operation between the company and relevant units according to their e-commerce relationship • Ensure that the rank of the personnel has the authority to handle e-commerce operation

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	<ul style="list-style-type: none"> • Conduct electronic data/document interchange according to the operational instructions of e-commerce • Maintain supplementary records of e-commerce operation • Generate key performance indicators and reports to manage the performance of each transaction • Provide big data information to the company in order to formulate future marketing plans • Provide recommendation to the company through big data, IoT, AI, Blockchain technology, etc. • Manage description, packing and cargo nature for their compliance with company's requirement and relevant regulatory requirement • Monitor the status of shipments to ensure that it can be implemented according to the key performance indicators designed by the company and customer requirements • Track the status of shipments and report irregularities to the company for solutions. Then inform the customer accordingly • According to shipping conditions and market practices, electronic payment procedures are carried out in accordance with company policies
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to adopt suitable technologies to conduct e-commerce operation between the company and individual unit according to their e-commerce relationship.
Remark	This UoC is adopted from the Logistics UoCs LOCUEL304A and LOCUEL308A