

**Specification of Competency Standards**  
**for the Logistics Industry**  
**Unit of Competency**

Functional Area - Sales, Marketing and Customer Services

Title	Maintain customer relationship and handle complaints
Code	LOCUSM212B
Range	This unit of competency is applicable to all kinds of sea freight, air freight and express companies. Practitioners should be capable to follow the company's business policy to handle customer relations and requests so as to enhance their loyalty.
Level	2
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess basic knowledge of maintaining customer relations and handling complaints</p> <ul style="list-style-type: none"> <li>• Know about the operation of the logistics industry</li> <li>• Understand the elements of customer service and their relative importance</li> <li>• Understand the company's structure, functions of different departments, work flow and modes of cooperation among departments</li> <li>• Capable to master common terms used in the logistics industry, the abbreviations, technical terms and legal terminology</li> <li>• Understand the business relationship between the company and its customers, as well as their features and needs for logistics services</li> <li>• Understand the steps for developing effective communication</li> <li>• Know about various communication channels and the way to effectively use them</li> <li>• Understand the importance of enhancing customer loyalty</li> <li>• Understand market situation, future development of logistics industry and company new trends</li> </ul> <p>2. Maintain customer relations and handle complaints</p> <ul style="list-style-type: none"> <li>• Analyse the needs of existing and prospective customers for logistics services</li> <li>• Select suitable and effective communication channels</li> <li>• Master regular communication channels with customers</li> <li>• Conduct survey on customers' satisfaction levels on the company's services</li> <li>• Conduct regular meetings to review services offered to important individual customers</li> <li>• Design souvenirs for customers</li> <li>• Participate in customers' social activities</li> <li>• Take good care of customers' requests and respond with follow-up actions at the designated time</li> <li>• Understand customers' requests and inform them of the follow-up actions and outcome</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable to communicate well with customers so as to foster mutual understanding between customers and the company; and</li> <li>• Capable to understand and respond to customers' requests and inform them of the results after taking follow-up actions</li> </ul>
Remark	