

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Provide freight forwarding services to customers
Code	LOCUSM315B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be capable of applying workplace procedures and regulatory requirements to provide freight forwarding service and information to customers.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about the freight forwarding service <ul style="list-style-type: none"> • Understand the freight forwarding operations • Know about the company's business operations • Understand the techniques of customer service • Understand the importance of customer satisfaction 2. Deal with customers' freight forwarding inquiries <ul style="list-style-type: none"> • Deal with customers' inquiries efficiently and in an appropriate manner • Clarify customers' requirements, needs, and concerns • Convey information to the customers accurately • Forward inquiries not effectively dealt with to relevant internal or external parties • Undertake follow-up actions if required 3. Explain the process of freight forwarding <ul style="list-style-type: none"> • Explain the freight forwarding operational flow to customers • Explain scope of freight forwarding service provided to customers • Explain documentation requirements for various types of goods to customers (including DG and hazardous substances), and handle transport documents 4. Confirm freight service to meet customers' needs <ul style="list-style-type: none"> • Maintain ongoing customer liaison activities, where applicable, to assist in establishing future requirements • Refer special cases or special requests for freight service to appropriate personnel • Continuously monitor corporate or key account customers' freight needs to ensure customer satisfaction • Report customers' needs to appropriate personnel for product/service improvement purposes 5. Calculate freight charges <ul style="list-style-type: none"> • Accurately record details of information related to freight and charges to ensure the calculations can be verified • Accurately calculate and check freight charges using relevant charge structures • Record freight charge discrepancies on relevant documentation for adjustment purposes 6. Provide quotation services <ul style="list-style-type: none"> • Provide freight rates, validity, business terms and conditions of the freight services offered to customers

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	<ul style="list-style-type: none"> • Promptly answer queries from customers relating to quotations in accordance with freight and charges structure • Handle key account or potential key account quotations in accordance with freight and charges structure <p>7. Promote freight service</p> <ul style="list-style-type: none"> • Monitor existing freight services • Participate in promotional activities, including trade fairs, and information seminars, and follow up responses • Identify new customers and introduce them to the details of existing freight services • Promote existing freight services to potential customers by using advertising programmes • Communicate benefits of existing freight services to potential customers
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of identifying and confirming customers' freight needs; • Capable of calculating freight rates and charges accurately, and providing accurate information to meet customer's needs; • Capable of communicating with customers; and • Capable of promoting existing freight services
Remark	