

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Co-ordinate customer services
Code	LOCUSM318B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be capable of applying knowledge of customer service to address customers' needs and problems.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess relevant knowledge of customer service and know about business operations <ul style="list-style-type: none"> • Understand the operations of the logistics industry • Know about the company's business operations • Understand the techniques of serving customers • Understand the company's rules and policies • Understand the company's quality standards • Understand the concept of customer satisfaction and the importance of customer loyalty 2. Plan to meet customers' requirements <ul style="list-style-type: none"> • Identify and understand the needs of customers • Plan the service delivery with reference to the company's quality standards (e.g., specific statements of service delivery and associated measures) 3. Co-ordinate delivery of quality service <ul style="list-style-type: none"> • Co-ordinate with team members to overcome difficulty in meeting quality standards • Co-ordinate with team members to provide services • Co-ordinate with relevant parties to provide constructive advice to improve delivery of customer service • Apply innovation to enhance customer services 4. Implement customer service strategies <ul style="list-style-type: none"> • Promote customer service strategies, and introduce the strategies to relevant personnel • Follow company's procedures to resolve customer difficulties and complaints • Consult relevant personnel to make decisions on implementation of strategies 5. Monitor and report on customer service <ul style="list-style-type: none"> • Through applying organisational systems and procedures to monitor progress to achieve product/service targets and standards • Make appropriate decisions to overcome problems with products/services in consultation with relevant personnel • Make adjustments/recommendations to enhance the quality of products/services • Inform relevant personnel of the changes/adjustments • Manage records and reports
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of applying knowledge of the principles of quality standards; • Capable of meeting the requirements of both internal and external customers; • Capable of delivering quality services to customers; and • Capable of responding to and reporting on customer feedback

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