

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Manage customer service centres
Code	LOCUSM402B
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.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Know how to master knowledge about customer service centres</p> <ul style="list-style-type: none"> • Understand the relationship between customer service centres and company's core business • Understand the actual operation of the logistics industry, master the sales environment • Master the method of using marketing strategies to influence consumer behaviour • 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 • 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 • Understand rules and regulations relation to the operation of customer service centres • Understand the importance of setting KPI to measure the efficiency and effectiveness of the customer service centre • Review performance regularly and strengthen compliance through internal and external parties • Know the skills for managing customer services centre <p>2. Formulate customer service centres policies</p> <ul style="list-style-type: none"> • Clearly define company service principles and objectives, and formulate service operation mode • Apply effective methods to assess and satisfy consumers' needs • Clearly define the duties and responsibilities of staff members and related management staff • Clearly define the procedures and guidelines for managing and monitoring service quality standard • Contact relevant departments and implement effective human resources policies for customer service centres • Formulate policies for adhering to relevant legal regulations • Formulate policies for assessing and collecting opinions for performance review • Implement key performance indicators according to the requirement and measurement of internal and external departments • Implement measurement systems with different level of staff requirement
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to formulate customer service centres' policies and staff service guidelines to enable the effective operation of customer service centres; and

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	<ul style="list-style-type: none">• Capable to establish key performance indicators and measurement systems to maintain and provide high level results of customers service centres
Remark	