

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Provide customer services
Code	LOSASM201B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be capable of using appropriate knowledge of customer service and applying company procedures to provide support to customers.
Level	2
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Know about customer service and the company's business operations</p> <ul style="list-style-type: none"> • Understand the operations of business partners and the company's business operations (e.g., business scope, company guidelines, work procedures, pricing, and job allocation) • Possess the skills of providing customer service (e.g., telephone manners, language skills, communication skills, body language, interpersonal relationship, and problem solving skills) • Understand the concept of customer satisfaction and the importance of customer loyalty • Understand the concept of setting up and measurement of key performance indicators • Understand the customers' expectation and related market trend and customers' market competition • Understand the operations of the logistics industry <p>2. Establish contact with customers</p> <ul style="list-style-type: none"> • Learn the about customers' culture, personality of key staff and structure/hierarchy • Serve customers in an appropriate manner • Ensure personal dress code aligns with company requirements • Apply effective interpersonal skills to exchange information with customers • Pay attention to customers' specific needs <p>3. Identify customer needs</p> <ul style="list-style-type: none"> • Identify the industrial trend and competition of the customers market • Use appropriate interpersonal skills to identify and clarify customers' logistics needs and expectations • Assess the urgency of customers' needs to determine priorities for service delivery • Provide customers with available choices to meet their logistics needs and assist customers in selecting their preferred options • Identify constraints to address customers' requirements and ask for appropriate assistance and/or support when required • Demonstrate the resources level being allocated to serve the customers are sufficient and not over or under supply <p>4. Deliver services to customers</p> <ul style="list-style-type: none"> • Provide logistics related services to customers to fulfil customers' needs • Follow up with customers closely to ensure completion of quality service delivery • Handle customer complaints sensibly and courteously and seek assistance from relevant personnel when required • Provide response or assistance to customers with specific needs • Use available opportunities to promote services or products to enhance customer satisfaction

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

	<p>5. Process customer feedback</p> <ul style="list-style-type: none">• Recognise customer feedback and handle sensibly• Record feedback and communication with customers in detail• Identify any new opportunities and offer alternative products/services• Facilitate customers in selecting alternative products/services
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none">• Capable of establishing contact with customers and identifying customers' needs;• Capable of providing service to customers to meet company requirements; and• Capable of responding to and reporting on customer feedback
Remark	