

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

Functional Area - Sales, Marketing and Customer Services

Title	Manage performance of customer service staff
Code	LOSASM501B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be capable of managing performance of customer service staff. Practitioners should also be capable of allocating work and assessing the performance of customer service staff.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess the knowledge of performance management <ul style="list-style-type: none"> <li>• Know about the principles of performance management</li> <li>• Understand the business operations of customer service in logistics related industries</li> <li>• Understand company policies and requirements</li> </ul> </li> <li>2. Assign work <ul style="list-style-type: none"> <li>• Identify required work and tasks to provide customer service</li> <li>• Allocate available resources to provide required logistics related services</li> <li>• Develop work allocation plans</li> <li>• Assign work efficiently and cost-effectively in an outcome-focused approach</li> <li>• Define performance standards and work outputs</li> <li>• Identify performance indicators with relevant personnel before the implementation of performance assessment and commencement of work allocation</li> </ul> </li> <li>3. Evaluate performance <ul style="list-style-type: none"> <li>• Establish performance management systems and performance review processes</li> <li>• Provide training to participants who carry out the performance assessment</li> <li>• Carry out performance assessment</li> <li>• Regularly evaluate and monitor performance</li> </ul> </li> <li>4. Provide feedback <ul style="list-style-type: none"> <li>• Provide feedback on performance to staff members on a regular basis</li> <li>• Advise relevant staff members on how to improve their poor performance where appropriate</li> <li>• Provide on-job-training for performance improvement where appropriate</li> <li>• Document results of performance assessment</li> <li>• Provide feedback to staff members</li> </ul> </li> <li>5. Manage staff performance <ul style="list-style-type: none"> <li>• Develop performance improvement plans</li> <li>• Adopt relevant tools, such as reward mechanism, continuous feedback, and recognition to reinforce performance excellence</li> <li>• Identify staff members with training needs and provide required training to enhance product knowledge and customer service skills</li> <li>• Provide supporting services to facilitate performance enhancement where appropriate</li> </ul> </li> <li>6. Review staff performance on a regular <ul style="list-style-type: none"> <li>• Establish performance indicators to evaluate staff performance</li> </ul> </li> </ol>

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	<ul style="list-style-type: none"><li>• Collect relevant information to measure staff performance</li><li>• Identify the gaps and needs for improvements</li><li>• Take appropriate action to enhance staff performance</li></ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"><li>• Capable of allocating working plan to ensure meeting the requirement of customer service duties and tasks;</li><li>• Capable of applying rewarding and feedback mechanism to provide necessary training to help the staff performance improvement; and</li><li>• Capable of develop performance standards to assess staff performance and identify the deficit and the improvement areas.</li></ul>
Remark	