

Specification of Competency Standards
for the Printing & Publishing Industry
Unit of Competency

Functional Area - 電子商貿

Title	Establish order fulfillment system for e-commerce in printing industry
Code	106298L5
Range	Considering that customers tend to expect their orders be delivered swiftly and without hassles when they shop online from an e-commerce company in the printing and publishing industry, be able to assist the employing company in establishing and managing an effective order fulfillment system and network, in order to improve customer satisfaction, reduce inventory costs, and create favourable conditions for the company to generate higher turnover and profits.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the establishment and management of an order fulfillment system for the company's e-commerce business.</p> <ul style="list-style-type: none"> • Understand online customers' delivery preferences, including self pick-up, postal, courier, and door-to-door vehicle delivery services, etc. • Skilled in calculating the operating costs of different delivery methods. • Understand the printing production workflow and control system which is essential for estimating the required production lead time and ensuring the timely completion of orders. • Understand the operation of an effective order fulfillment system, including creating delivery schedules, notifying customers of delivery status, confirming delivery/receipt of payment, defining the delivery team's service scope and guidelines, managing the return process, etc. <p>2. With the above knowledge, be able to establish and manage an effective order fulfillment system, and ensure timely and proper delivery of print products to customers.</p> <p>3. Be able to continuously monitor the service standards of the order fulfillment system, and regularly review the effectiveness of delivery services.</p>
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency are:</p> <ul style="list-style-type: none"> • Be able to calculate the operating costs of different delivery methods. • Understand the printing production workflow and control system and be able to estimate the production lead time required. • Be able to establish and manage an effective order fulfillment system for print products.
Remark	The credit value of this unit of competency is based on the assumption that the learner has basic knowledge of customer service.