

**Domain****FREIGHT MANAGEMENT AND  
ADMINISTRATION****Title: Foster and maintain customer relations****Level: 5****Credits: 5****Purpose**

This unit standard is intended for those who foster and maintain customer relations. People credited with this unit standard are able to describe organisational structures and products/services for specific contexts, operate within a specific customer service system, identify customer needs and expectations within specific contexts and deal with customer complaints according to specified procedures.

This unit standard is intended for people who work in the freight operations industry

**Special Notes**

1. Entry information:  
Pre-requisite:
  - *None*
2. Assessment evidence may be collected from a real or a simulated workplace or in which postal operations are carried out.
3. This unit standard is to be delivered and assessed in the context of Transport and Logistic operations and should be assessed in conjunction with other relevant technical unit standards selected from this domain.
4. To demonstrate competence, minimum evidence of the ability to describe organisational structures and products/services and identify customer needs, expectations and or complaints.
5. Performance of all elements in this unit standard must comply with industry standards.

**Quality Assurance Requirements**

This unit standard and others within this subfield may be awarded by institutions which meet the accreditation requirements set by the Namibia Qualifications Authority and the Namibia Training Authority and which comply with the national assessment and moderation requirements. Details of specific accreditation requirements and the national assessment arrangements are available from the Namibia Qualifications Authority and the Namibia Training Authority on [www.nta.com.na](http://www.nta.com.na).

## **Elements and Performance Criteria**

### **Element 1: Describe organisational structures and products and/or services for specific contexts**

#### **Performance Criteria**

- 1.1 Customer service which enhances organisational image and employee morale is explained in accordance with organisational mission, vision and customer service policy.
- 1.2 The organisational chain of command and reporting structure are explained in line with organisational management hierarchies, including purpose and functions of the respective levels of management.
- 1.3 Business units within the organisation are identified and their functions, activities and products and/or services are clearly described in accordance with the organisation's structure, operational and work flow charts.
- 1.4 Internal and external clients and support service providers are identified in terms of operational and work flow charts.

### **Element 2: Operate within a specific customer service system**

#### **Performance Criteria**

- 2.1 Customer service chains are clearly identified and described in terms of required organisational customer service activities to satisfy the changing needs of the customer.
- 2.2 Specific responsibilities and activities required within a customer service chain are clearly defined in accordance with specified job descriptions and key performance areas.

### **Element 3: Identify customer needs and expectations within specific contexts**

#### **Performance Criteria**

- 3.1 Customers are identified in line with organisational customer profiles.
- 3.2 The service standards as perceived from customers' viewpoints are described consistent with feedback obtained from internal and/or external customer service audits.
- 3.3 Flaws and barriers in the customer service system are clearly identified and analysed in accordance with management inspections and customer feedback.
- 3.4 Customer personalities or anticipated behaviour are considered in order to improve customer relations through pro-active customer service responses.
- 3.5 Inclusion of persons with disabilities is facilitated to meet specific needs.

#### **Element 4: Deal with customer complaints according to company procedures**

##### **Performance Criteria**

- 4.1 Customer service complaint processes that lead to resolving complaints in a logical and professional manner are described in line with company' customer service policy and in a manner that demonstrates a positive, creative and assertive attitude towards the company and the customers.
- 4.2 After-sales service is clearly described according to company policy and regulations.
- 4.3 The 'moments of truth' throughout the customer service chain, as perceived by the customer, are accurately identified and described in order to achieve improved service standards that are in line with agreed company standards and values.
- 4.4 Actual service standards in a specific environment are compared to company customer service policy and recommendations for improvement lead to improved service standards.
- 4.5 Conflict situations and application of procedures or steps that are appropriate for specific contexts for resolving disputes or breakdowns in relations are identified.
- 4.6 Relationships and communication networks are described considering the culture, organisational level and type of customers and emphasize honest, open and respectful dialogue.
- 4.7 Ways of improving or modifying personal interaction techniques within a team and/or organisational environment that are appropriate for specific context requirements are recommended.

##### **Registration Data**

<b>Subfield:</b>	Transport, Operations and Logistics
<b>Date first registered:</b>	07 October 2020
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<b>Anticipated review:</b>	2025
<b>Body responsible for review:</b>	Namibia Training Authority