Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Quality Management

Title	Promote quality management culture to frontline staff
Code	LOCUQM402B
Range	This unit of competency is applicable to all logistics enterprises. Practitioners should be capable to promote and foster basic level quality management culture for transport and logistics services, and handle different suggestions on quality improvement.
Level	4
Credit	6 （For Reference Only）

Competency	Performance Requirements
	1. Master quality management concepts and promotion techniques
	
	• Understand the concepts of quality management
	• Understand the importance of enterprise culture to the implementation of quality management
	• Understand the characteristics of the manpower market of the transport and logistics industries
	• Understand the nature, characteristics of the employees and enterprise culture of the transport and logistics industries, so as to implement the quality management culture and training
	• Understand corporate resources available internally and externally
	• Master the technique in organising cultural promotion and in communication
	• Master the project management technique in the promotion of events
	
	2. Promote and foster basic level quality management culture
	
	• Analyse the composition, communication channels and cohesion of the frontline staff
	• Promote basic level quality management culture, including:
	    o Arrange for on-the-job training on quality knowhow for frontline staff
	    o Set up frontline staff quality monitoring group to foster basic level quality management culture
	    o Establish channels for frontline quality management culture promotion
	    o Organise quality management culture promotional activities, such as quiz competitions, quality circle, visits, seminars, etc.
	• Select ways of promotion suitable to frontline staff
	• Handle different opinions on quality improvement
	• Organise quality monitoring group discussion for different service areas and collect staff's suggestions on quality management improvement
	    o Analyse various recommendations on quality management improvement and report to the management through the communication mechanism

Assessment Criteria	The integrated outcome requirement of this unit of competency is: • Capable to apply quality management concepts and promotion techniques to effectively promote frontline level quality management culture effectively and foster the whole unit's commitment on service quality;
Remark	This UoC splits from the Logistics UoC LOCUQM402A