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1 Introduction

1.1 Background

Truck transport development is crucial for effective logistics and to maintain Thailand's competitiveness. Development of standardized transportation services to meet industry needs will effectively support and drive logistics and the supply chain management process. Standardization will enable operating cost reduction and add value to various industries. In order to enhance the quality of road freight transport services, trucking transport operators need to be supported and encouraged to improve their services capacity in areas such as evaluation of efficiency and use of performance data to set business goals and related frameworks to reach desired targets. Therefore, the government should have a strong role in supporting trucking operators concretely, in both technical and informational capacities, particularly for small and medium size operators. Then, road freight transport services would be able to support national trade and industries effectively which will lead, in turn, to improved readiness to face the challenges and opportunities of the free trade era.

The Department of Land Transport (DLT) has established a "Service Quality Standard for Truck Operation" (Q-Mark) since 2009. The standard provides guidelines to improve each transport service activity to an acceptable level, with the dual goals of ensuring compliance as well as satisfying the customers.

1.2 Goal

A Service Quality Standard for Truck Operation has been established for these respects:

- To raise the quality of road freight transport in Thailand
- To enhance the potential and capacity of truck operators in Thailand
- To serve as tool for customers when seeking for a qualified operator in Thailand
- To support the government policies and action plans in order to enhance the service quality of road freight transport in Thailand



Terms and Definitions

- Audit is defined as the on-site verification activity, such as inspection or examination, of a process or quality system, to ensure compliance to requirements. An audit can be an internal audit (first party), or an external audit (second party or third party). Q-Mark Standard requires an applicant to be third-party audited by external, independent auditing organizations, so-called Inspection Body.
- Auditor is person who conducts an audit and must be appointed by DLT through a process of training and examination. The list of current auditors can be found on the DLT's website.
- Lead auditor is an experienced auditor who is appointed by DLT and responsible for leading the audit team in an organization by preparing the audit plan, delivering meetings and submiting audit report.
- Audit team consists of a lead auditor and two auditors.
- Inspection Body (IB) is an independent juristic person appointed by Department of Land Transport to conduct an audit task.
- Certification is a process to certify an operator that fully complies with the requirements according to the audit results.
- **Process** is a set of interrelated or interacting activities that use inputs to deliver an intended result.
- Procedure is a specified way to carry out an activity or a process.
- **Plan** is a document, or several documents, that together specify quality standards, practices, resources, specifications, and the sequence of activities relevant to a particular product, service, project, or contract.
- **Efficiency** is a relationship between the result achieved and the resources used.
- **Document** means the information and the medium on which it is contained. Example of document includes record, procedure, report, standard, etc. The medium can be paper, magnetic, electronic or CD, photograph or master sample, or combination thereof.
- **Nonconformity** means non-fulfilment of a requirement.

2 Quality Standards

2.1 Concept

The Service Quality Standard for Truck Operation (Q-Mark) will develop the quality of freight delivery for the benefit of all stakeholders. In preparation for the transport liberalization, operators should prepare to compete with foreign competitors in the changing business context. In scope, the standard combines existing transport law with additional mandatory controls that focus on the management of freight transportation. These regulations specify what customers, for example, the industrial and trading sectors, need from the transportation service provider. This will support and increase the efficiency of logistics and supply chain management, while reducing cost, maintaining safety, improving operations and adding value to multiple stakeholders.

The guidelines contained in this standard will allow operators to ensure their services meet the requirements of each industrial sector and the needs of their customers. The main purposes are to:

- Improve the quality of trucking service in Thailand
- Create additional value to the road freight industry
- Enhance the efficiency of logistics systems to support trade and industrial sectors
- Demonstrate corporate social responsibility

2.2 Benefits

Commercial

Q-Mark enables operator to verify to customers that they are reducing their risks through safe work practices, safe and well-maintained trucks, healthy drivers and sound management systems

Additional benefits include:

- reduced maintenance costs
- improved truck insurance benefits



reduced workers compensation costs

Internal

- standardisation
- eliminate duplication
- reduced down time and re-work
- regular staff training
- external evaluations
- improved employee health
- increased productivity

Other Benefits

- legally eligible to use Q-Mark label
- promoted through DLT PR channel
- higher priority when applying to use public truck terminal
- higher priority when applying for international transport operator permit
- information and invitation to regular DLT seminar and meeting events

3 Requirements

This standard specifies in total 39 requirements for Service Quality Standard for Truck Operation (Q-Mark) when a transport operator:

- needs to demonstrate its ability to consistently provide transport services that meet customer requirements
- aims to enhance the safety and efficiency of the transport operation

All the requirements of the Service Quality Standard for Truck Operation (Q-Mark) are generic and are intended to be applicable to any truck operator, regardless of its type or size, or the type of cargo it carries.

Those 39 requirements cover 5 key aspects for transport operation:

- (1) Organization
- (2) Operation
- (3) Driver and Staff
- (4) Vehicle
- (5) Customer and Communication.

Among these requirements, 26 requirements are compulsory (shown as underlined), and the rest 13 requirement are optional and recommended for efficiency enhancement.

(1) Organization

- (1.1)The operator must have the organization structure showing the role and responsibility of all staff who manage and perform key functions to ensure safety of the operation and services. It must be communicated, understood and applied within the organization.
- (1.2)The operator must establish a clear policy statement.
- (1.3)The operator must use information technology (IT) to improve efficiency; for instance, an operating cost tool, a transportation management system (TMS), etc.



- (1.4)The operator must have procedure to protect the environment with respect to these solid wastes: battery, tire, and enging oil.
- The operator must develop and implement its carrier's liability policy (1.5)and have procedure for damage claim.
- (1.6)The operator should establish organizational improvement or business plan
- (1.7)The operator should employ more advanced efficiency improvment technique such as TQM.
- (1.8)The operator should consider to be accredited by recognized standard such as ISO9000, ISO14000, ISO39001, OHSAS18000, GMP etc.
- (1.9)The operator should involve in the professional society that has continuous collaboration with Department of Land Transport.
- (1.10)The operator may consider providing other logistic services such as warehousing, packaging, custom clearance, international road transport service, etc.
- (1.11) The operator's facilities including truck parking and maintenance workshop should be located strategically and properly.

(2) Operations

- (2.1)The operator must document the transport operation procedures for each type of customer and assign responsible staff(s) for each task.
- (2.2)The operator must have written work instruction for transport operation.
- (2.3)The operator must properly keep record of transport operation that indicates its operational efficiency.
- (2.4)The operation must be evaluated with respect to the established key performance indicators, KPI. If the goal is not achieved, relevant analysis should be carried out and proper measures should be taken. The operator must continually improve the efficiency of the operation.
- (2.5)The operator must develop and maintain speed management policy against drivers' speeding behavior.
- (2.6)The operator must have an emergency response plan. A responsible manager is designated. Emergency drill is regularly conducted.

- (2.7)In case of incident and accident, the operator must implement a record keeping system that collect the incident information, identify the cause, and finding mitigation measures.
- (2.8)The operator should have designated truck rest area en route to ensure travel safety while complying with the surrounding community.

(3) Drivers

- The operator must document the recruitment process for driver and (3.1)transport-related staff.
- (3.2)The operator must have staff regulations & rules for drivers and related staffs. It must include the related detail such as job description, staff uniform, penalty, etc.
- (3.3)The operator must implement an annual training program for transport-realted staffs including driver, at least two subjects per year: safety driving and vehicle inspection and maintenance.
- (3.4)The operator must have at least one yearly activity that supports driver's career path and encourage driver's pride.
- (3.5)The operator must keep the current record of driver profile.
- (3.6)The operator must have all drivers to have annual medical assessments, at least, in accordance with the checklist provided by the Social Security Office of Thailand. The record must be kept accordingly.
- (3.7)The operator must have proper measures to monitor the accumulated driver's working hours to ensure the adequate sleep before getting out for duty.
- (3.8)The operator must have proper driver's alcohol policy measures and implement pre-trip alcohol check by using breathalyzer.
- (3.9)The operator must have proper driver's drug policy measures and implement a random driver's drug test periodically.
- The operator should have a strict idling policy.

(4) Vehicles

- (4.1)The operator must keep record of the fuel consumption or fuel expenses of each vehicle.
- (4.2)The operator must have procedures for performing a daily check on each vehicle before use and also have a periodic maintenance program with identified service periods, that describe the tasks to be completed. The records of maintenance must be kept accordingly.



- The operator must keep record of repair for each vehicle. (4.3)
- The operator should consider using optional safety equipment. (4.4)
- (4.5)The operator should consider improving its fleet to be more environmentally friendly, for instance, hybrid vehicle or electric truck.

(5) Customers

- (5.1)The operator must keep record fo customer contact and past service usage.
- (5.2)The operator must implement the customer satisfaction evaluation system and continually improve the operation accordingly.
- The operator should have communication channel with customers for (5.3)obtaining customer feedback relating to services including customer complaints. The record must be kept accordingly.
- (5.4)The operator should have information about the final customer in order to achieve the ultimate customer satisfaction.
- (5.5)The operator should have a regular meeting with customer for understanding the customer's requirement and preference.

4 Certification Process

Who can apply 4.1

Any non-fixed route transport operation licensee and private transport operation licensee under the Land Transport Act B.E. 2522 may apply for the cerfication.

4.2 Document

These documents are required

- Filled application form
- Self-assessment form
- Operator license

4.3 Steps

Generally, the process involves the following steps

- An interest operator completes the self-assessment
- The operator fills and applies
- DLT by the Freight Transport Bureau checks the qualification of the applicant
- DLT assigns an Inspection Body (IB) to conduct an audit
- IB contacts the applicant to schedule the audit and informs the list of auditors to be assigned
- The assigned audit team conducts the audit on site
- Minor correction, if any
- IB concludes the audit and reports to DLT
- DLT considers the audit result and other relevant evidence and complete the certification

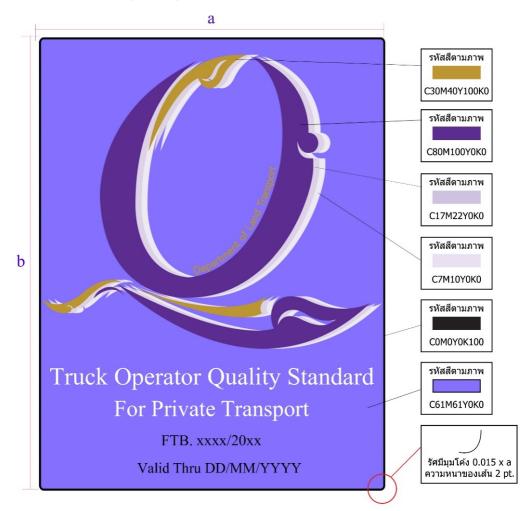


4.4 Q-Mark Label

For No-Fixed Route Transport Operator



For Private Transport Operator





4.5 Q-Mark Certificate



4.6 Validity

Each certification is valid for a consecutive three (3) years. However, the certification will be terminated in the case of

- The certification is revoked.
- The certication is expired but not renewed.
- The transport operation license is revoked.
- The transport operation license is expired.



5 Audit Guideline

(1) Organization

No.	Requirement	Evidence Example
1.1	The operator must have the organization structure showing the role and responsibility of all staff who manage and perform key functions to ensure safety of the operation and services. It must be communicated, understood and applied within the organization.	Organization chartJob Description
1.2	The operator must establish a clear policy statement for efficient transport operation.	 General operation policy Issue-specific policy such as safety
1.3	The operator must use information technology (IT) to improve efficiency; for instance, an operating cost tool, a transportation management system (TMS), etc.	Google MapsOperating Cost Calculation ToolTMS
1.4	The operator must have procedure to protect the environment with respect to these solid wastes: battery, tire, and enging oil.	 Work instruction for battery, tire, and engine oil Proof of used battery, tire, and engine oil sale
1.5	The operator must develop and implement its carrier's liability policy and have procedure for damage claim.	Responsibility policyInsurance option



No.	Requirement	Evidence Example
1.6	The operator should establish organizational improvement or business plan	Diagram for business process
1.7	The operator should employ more advanced efficiency improvment technique such as TQM.	Schematic diagram of improvement
		Report
1.8	The operator should consider to be accredited	ISO certificate
	by recognized standard such as ISO9000, ISO14000, ISO39001, OHSAS18000, GMP etc.	Business awards
1.9	The operator should involve in the	Membership
	professional society that has continuous collaboration with Department of Land	certiciates
	Transport.	Membership card
		Annual report
1.10	The operator may consider providing other logistic services such as warehousing, packaging, custom clearance, international road transport service, etc.	Service detail
1.11	The operator's facilities including truck parking	Strategic plan
	and maintenance workshop should be located strategically and properly.	• Photo

(2) Operation

No.	Requirement	Evidence Example
2.1	The operator must document the transport operation procedures for each type of customer and assign responsible staff(s) for each task.	Operation Manual
2.2	The operator must have written work instruction for transport operation.	Work instruction

No.	Requirement	Evidence Example
2.3	The operator must properly keep record of transport operation that indicates its operational efficiency.	Daily trip report
2.4	The operation must be evaluated with respect to the established key performance indicators, KPI. If the goal is not achieved, relevant analysis should be carried out and proper measures should be taken. The operator must continually improve the efficiency of the operation.	KPI report
2.5	The operator must develop and maintain speed management policy against drivers' speeding behavior.	 Speed Management Policy Speeding record Driving behavior analysis
2.6	The operator must have an emergency response plan. A responsible manager is designated. Emergency drill is regularly conducted.	Emergency response planDrills and exercises
2.7	In case of incident and accident, the operator must implement a record keeping system that collect the incident information, identify the cause, and finding mitigation measures.	 Incident report Accident report Internal safety talk or meeting
2.8	The operator should have designated truck rest area en route to ensure travel safety while complying with the surrounding community.	Route planning or surveyDesignated rest area



(3) Drivers

No.	Requirement	Evidence Example
3.1	The operator must document the recruitment process for driver and transport-related staff.	 Recruitment procedure Written examination Interview Driving skill assessment
3.2	The operator must have staff regulations & rules for drivers and related staffs. It must include the related detail such as job description, staff uniform, penalty, etc.	Staff Regulations
3.3	The operator must implement an annual training program for transport-realted staffs including driver, at least two subjects per year: safety driving and vehicle inspection and maintenance.	Training programList of attendeesPhoto
3.4	The operator must have at least one yearly activity that supports driver's career path and encourage driver's pride.	 Prize for zero- accident driver Support to driver's family such as scholarship for drivers' children
3.5	The operator must keep the current record of driver profile.	Driver's personal file
3.6	The operator must have all drivers to have annual medical assessments, at least, in accordance with the checklist provided by the Social Security Office of Thailand. The record must be kept accordingly.	 Annual medical checkup schedule Personal result

No.	Requirement	Evidence Example
3.7	The operator must have proper measures to monitor the accumulated driver's working hours to ensure the adequate sleep before getting out for duty.	 Driver assignment plan Driver's fitness to drive check Roll call
3.8	The operator must have proper driver's alcohol policy measures and implement pretrip alcohol check by using breathalyzer.	 Alcohol policy and action Breathalyzer Service contract showing alcohol check requirement Alcohol result
3.9	The operator must have proper driver's drug policy measures and implement a random driver's drug test periodically.	Drug test frequency targetDrug test result
3.10	The operator should have a strict idling policy.	Idling policy and penalty



(4) Vehicles

No.	Requirement	Evidence Example
4.1	The operator must keep record of the fuel consumption or fuel expenses of each vehicle.	Daily fuel reportDaily fuel expense
4.2	The operator must have procedures for performing a daily check on each vehicle before use and have a periodic maintenance program with identified service periods, that describe the tasks to be completed. The records of maintenance must be kept accordingly.	 Daliy vehicle checklist Preventive maintenance program Periodic maintenance plan and action Maintenance record
4.3	The operator must keep record of repair for each vehicle.	Vehicle repair record
4.4	The operator should consider using optional safety equipment.	Fleet with safety quipment such as ABS, retarder, etc.
4.5	The operator should consider improving its fleet to be more environmentally friendly, for instance, hybrid vehicle or electric truck.	Fleet with hybrid vehicle, EV truck, higher emission standard engine, etc.

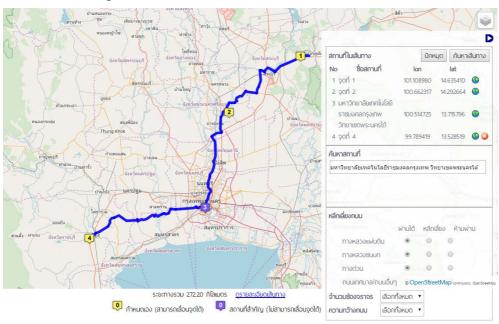
(5) Customers

No.	Requirement	Evidence Example
5.1	The operator must keep record fo customer contact and past service usage.	Customer records
5.2	The operator must implement the customer satisfaction evaluation system and continually improve the operation accordingly.	Satisfaction Survey
5.3	The operator should have communication channel with customers for obtaining customer feedback relating to services including customer complaints. The record must be kept accordingly.	 Call center number Complain response procedure Work improvement
5.4	The operator should have information about the final customer in order to achieve the ultimate customer satisfaction.	Meeting with the final customer
5.5	The operator should have a regular meeting with customer for understanding the customer's requirement and preference.	Regular customer visit

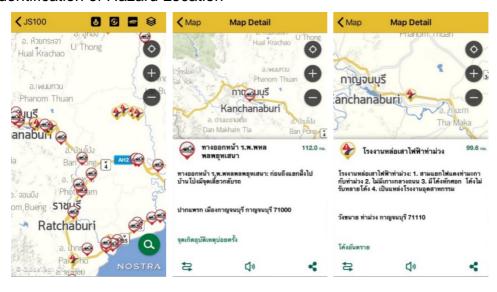


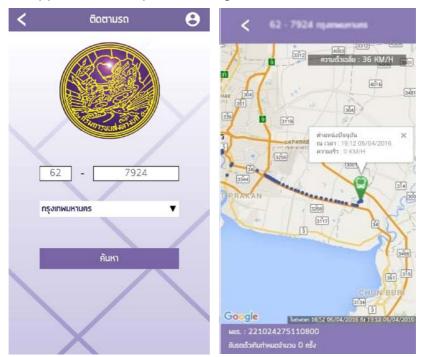
6 Examples

Route Planning



Identification of Hazard Location





DLT GPS application for speed management

Annual Medical Check-up





Driver Working Hours





Alcohol Check





Maintenance planner form

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= Safety Inspection

= Intermediate Inspection

M = Major Service & Inspection

= Annual Test Preparation (Including Major Service & Inspection)

A = Vehicle Excise Duty Renewal

X = Work Completed

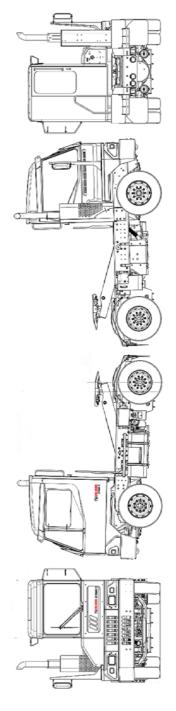


Daily Inspection Form

DATE DRIVER NAME

PERFORM THE FOLLOWING	NG				
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CHECK FUEL LEVEL		CHECK ENGINE COOLANT LEVEL		CHECK HYDRAULIC TANK OIL LEVEL	
CHECK ENGINE OIL LEVEL		DRAIN WATER FROM AIR TANKS		CHECK DIESEL EXHAUST FLUID LEVEL (IF APPLICABLE)	
CHECK AIR INTAKE DUCTS		CHECK TRANSMISSION FLUID LEVEL			

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