## TSC Category
Customer Experience

## TSC
Service Leadership

## TSC Description
Champion and role model the organisation’s service vision, mission and values

### TSC Proficiency Description

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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</thead>
<tbody>
<tr>
<td>FSS-CEX-1014-1.1</td>
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<td>FSS-CEX-3014-1.1</td>
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<td>FSS-CEX-4014-1.1</td>
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<td>FSS-CEX-5014-1.1</td>
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<tr>
<td>Demonstrate the organisation’s service vision, and recognise the role that one plays in contributing to the service vision</td>
<td>Role model the service vision of an organisation and encourage service excellence</td>
<td>Lead a team to deliver service excellence that is in line with the organisation’s customer-focused strategies</td>
<td>Champion the organisation’s service excellence ethos and foster a customer-centric service culture</td>
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### Knowledge

- Organisation’s vision, mission and values
- Methods to demonstrate service delivery in line with the organisation’s vision, mission and values
- Methods to monitor own performance
- Characteristics of a role model
- Organisation’s vision, mission and values
- Methods to demonstrate the organisation’s vision, mission and values
- Methods to encourage team to deliver service
- Methods to promote a customer centric culture
- Methods to monitor performance of self and team
- Characteristics of a leader
- Methods to operationalise the organisation’s vision, mission and values within the team
- Techniques to promote a customer centric environment
- Methods to influence service team to achieve service excellence
- Methods to analyse the performance of team
- Methods to promote a customer centric environment to influence team to achieve service excellence
- Methods to analyse the performance of team to identify follow-up actions for improvement

### Abilities

- Recognise the role one plays in contributing to the organisation’s vision, mission and values
- Demonstrate service delivery in accordance with the organisation’s vision, mission and values
- Monitor own performance to ensure consistency with the organisation’s vision, mission and values
- Design a customer-focused strategy
- Advocate the service excellence ethos to obtain buy-in from internal stakeholders
- Create a customer-centric culture in the organisation
- Translate the service excellence ethos into tangible targets and behaviours
- Reinforce positive behaviour by providing incentives and rewards for teams and individuals
- Evaluate customer-focused strategy to determine corrective actions
• Update the customer-focused strategy in line with market trends and opportunities