

**SKILLS FRAMEWORK FOR FOOD SERVICES
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Customer Experience					
TSC	Customer Loyalty and Retention Strategy Design					
TSC Description	Formulate and implement customer loyalty and retention strategies based on data from customer data analysis					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				FSS-CEX-4039-1.1	FSS-CEX-5039-1.1	FSS-CEX-6039-1.1
				Manage customer loyalty and retention programmes and effectiveness of these programmes	Develop strategies to build customer loyalty and retention programmes	Articulate customer loyalty and retention strategies by promoting long-term partnerships of mutual benefits with target customers
Knowledge				<ul style="list-style-type: none"> • Methods to build customer loyalty and retention • Aspects of consumer and privacy laws relevant to customer interactions • Methods to anticipate customer preferences, needs and expectations 	<ul style="list-style-type: none"> • Methods to build customer loyalty and retention • Professional service standards and industry best practices • Essential features and uses of customer databases 	<ul style="list-style-type: none"> • Customer loyalty and retention framework • Commercial benefits of building customer relationships and loyalty • Key performance indicators to evaluate customer loyalty and retention management
Abilities				<ul style="list-style-type: none"> • Manage customer loyalty and retention programmes • Monitor customer loyalty and retention programmes execution • Review effectiveness of customer loyalty and retention programmes • Convert customers to brand advocates through exemplary customer service • Provide tailored recommendations for products and/or services based on known target customer needs 	<ul style="list-style-type: none"> • Determine types of promotional activities, products or services and brand management activities required in building customer loyalty and retention strategies • Identify trends in customer demands for products or services to communicate them with relevant personnel to ensure availability • Develop customer loyalty and retention plans • Establish customer loyalty and retention programmes 	<ul style="list-style-type: none"> • Provide feedback on areas for improvement to enhance effectiveness of organisational corporate governance management • Establish performance metrics to evaluate the effectiveness of customer acquisition and retention strategy formulation • Develop customer loyalty and retention strategies • Manage operational plan development to support achievement of customer loyalty and retention strategies • Determine key performance indicators to evaluate customer loyalty and retention management

