### TSC Category
Customer Experience

### TSC Description
Create a positive customer experience by establishing customer service standards and implementing corrective actions to improve service delivery gaps

<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>
</tr>
</thead>
<tbody>
<tr>
<td>Follow guidelines to provide positive customer service to a diverse range of customers</td>
<td>FSS-CEX-1040-1.1</td>
<td>Address escalated service challenges to satisfy customers’ needs and respond to service opportunities</td>
<td>Identify service gaps that require implementation of corrective actions to improve service standards</td>
<td>Develop organisation’s customer service framework to drive customer service excellence</td>
<td>Design a customer-focused strategy that is in line with the organisation’s vision, mission and values</td>
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</tbody>
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#### Knowledge
- Types of customers and triggers in the service environment
- Customer needs and expectations
- Qualities and characteristics of a service professional
- Importance of go-the-extra-mile for service to oneself and the organisation
- Methods to exceed customer expectations
- Principles of effective communication
- Methods to escalate areas of improvement and service challenges through proper escalation channels
- Methods to project a professional image and persona
- Standards of communication and procedures
- Types of service opportunities and escalated service challenges
- Methods to respond to service opportunities and escalated service challenges
- Types of corrective actions to improve service operations performance
- Identification of, and follow-up on, customer concerns
- Resilience and methods to demonstrate resilience
- Platforms to engage customers
- Methods to develop knowledge of organisation’s product or service offering
- Methods to establish customer rapport
- Techniques for coaching
- Techniques for monitoring individual for service excellence
- Methods to identify areas of service improvement
- Components of a service recovery framework
- Criteria to evaluate effectiveness of service recovery framework
- Process of setting service standards
- Types of benchmarking criteria and key performance indicators to evaluate service quality and customer satisfaction
- Procedures to conduct audits
- Components of an organisation’s customer-focused strategy that champions the service excellence ethos
- Techniques to promote a customer centric environment
- Importance of training and motivating employees in the service sector
- Methods to select key performance indicators to assess the performance of service operations
- Process, infrastructure and resource requirements for service standards

#### Abilities
- Recognise triggers in the service environment that may lead to potential service challenges
- Cater to a diverse range of customers and their needs and expectations
- Project a professional image and persona
- Establish customer rapport to build customer confidence
- Respond to service opportunities and escalated service challenges to address customers’ needs
- Develop knowledge of organisation’s product or service offerings and customer profile
- Analyse gaps between team’s service performance and organisation’s service
- Develop customer service framework to drive customer service excellence within organisation
- Evaluate the effectiveness of customer service framework
- Translate service excellence ethos into tangible targets and behaviours for teams and individuals to aspire towards
- Design a customer-focused strategy that is in line with the
### Technical Skills & Competencies (TSC) Reference

| Demonstrate effective communication skills when interacting with customers and escalating unresolved service challenges | Follow up on customer concerns and on-going issues | Implement standards for dressing, communication and service delivery |
| Demostrate the qualities and characteristics of a service professional | Demonstrate resilience in the handling of service challenges | Analyse organisation’s service performance data with organisation’s service standards and industry performance data to ascertain performance gaps |
| Create a positive customer experience by offering personalised service where possible | Portray professional etiquette when responding to customers over various platforms in accordance with organisational guidelines | Conduct internal audits to ensure compliance with service standards |
| Escalate feedback on areas of improvement and unresolved service challenges through proper escalation channels | Provide post-sales follow up | Develop key performance indicators to measure customer service excellence |
| standards to identify key areas for improvements | Analyse service performance levels for effectiveness of actions taken | organisation’s vision, mission and values |
| Analyse service performance levels for effectiveness of actions taken | Implement corrective actions to improve service standards | Promote a customer-centric environment to influence team to achieve service excellence |
| Demonstrate the use of coaching techniques to address service performance issues | Prepare coaching plan for individuals with customer service gaps | Promote staff learning and development to support the achievement of customer service excellence |
| Monitor progress of individual for service excellence | Analyse organisation’s service performance data with organisation’s service standards and industry performance data to ascertain performance gaps | Develop key performance indicators to measure customer service excellence |