

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

<b>TSC Category</b>	Customer Experience					
<b>TSC</b>	Customer Service Excellence					
<b>TSC Description</b>	Create a positive customer experience by establishing customer service standards and implementing corrective actions to improve service delivery gaps					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
	<b>FSS-CEX-1040-1.1</b>	<b>FSS-CEX-2040-1.1</b>	<b>FSS-CEX-3040-1.1</b>	<b>FSS-CEX-4040-1.1</b>	<b>FSS-CEX-5040-1.1</b>	
	Follow guidelines to provide positive customer service to a diverse range of customers	Address escalated service challenges to satisfy customers' needs and respond to service opportunities	Identify service gaps that require implementation of corrective actions to improve service standards	Develop organisation's customer service framework to drive customer service excellence	Design a customer-focused strategy that is in line with the organisation's vision, mission and values	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Types of customers and triggers in the service environment</li> <li>Customer needs and expectations</li> <li>Qualities and characteristics of a service professional</li> <li>Importance of go-the-extra-mile for service to oneself and the organisation</li> <li>Methods to exceed customer expectations</li> <li>Principles of effective communication</li> <li>Methods to escalate areas of improvement and service challenges through proper escalation channels</li> <li>Methods to project a professional image and persona</li> </ul>	<ul style="list-style-type: none"> <li>Standards of communication and procedures</li> <li>Types of service opportunities and escalated service challenges</li> <li>Methods to respond to service opportunities and escalated service challenges</li> <li>Types of corrective actions to improve service operations</li> <li>Identification of, and follow-up on, customer concerns</li> <li>Resilience and methods to demonstrate resilience</li> <li>Platforms to engage customers</li> </ul>	<ul style="list-style-type: none"> <li>Methods to develop knowledge of organisation's product or service offering</li> <li>Methods to establish customer rapport</li> <li>Techniques for coaching</li> <li>Techniques for monitoring individual for service excellence</li> <li>Methods to identify areas of service improvement</li> </ul>	<ul style="list-style-type: none"> <li>Components of a service recovery framework</li> <li>Criteria to evaluate effectiveness of service recovery framework</li> <li>Process of setting service standards</li> <li>Types of benchmarking criteria and key performance indicators to evaluate service quality and customer satisfaction</li> <li>Procedures to conduct audits</li> </ul>	<ul style="list-style-type: none"> <li>Components of an organisation's customer-focused strategy that champions the service excellence ethos</li> <li>Techniques to promote a customer centric environment</li> <li>Importance of training and motivating employees in the service sector</li> <li>Methods to select key performance indicators to assess the performance of service operations</li> <li>Process, infrastructure and resource requirements for service standards</li> </ul>	
<b>Abilities</b>	<ul style="list-style-type: none"> <li>Recognise triggers in the service environment that may lead to potential service challenges</li> <li>Cater to a diverse range of customers and their needs and expectations</li> <li>Project a professional image and persona</li> </ul>	<ul style="list-style-type: none"> <li>Establish customer rapport to build customer confidence</li> <li>Respond to service opportunities and escalated service challenges to address customers' needs</li> </ul>	<ul style="list-style-type: none"> <li>Develop knowledge of organisation's product or service offerings and customer profile</li> <li>Analyse gaps between team's service performance and organisation's service</li> </ul>	<ul style="list-style-type: none"> <li>Develop customer service framework to drive customer service excellence within organisation</li> <li>Evaluate the effectiveness of customer service framework</li> </ul>	<ul style="list-style-type: none"> <li>Translate service excellence ethos into tangible targets and behaviours for teams and individuals to aspire towards</li> <li>Design a customer-focused strategy that is in line with the</li> </ul>	

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	<ul style="list-style-type: none"> <li>• Demonstrate effective communication skills when interacting with customers and escalating unresolved service challenges</li> <li>• Demonstrate the qualities and characteristics of a service professional</li> <li>• Create a positive customer experience by offering personalised service where possible</li> <li>• Escalate feedback on areas of improvement and unresolved service challenges through proper escalation channels</li> </ul>	<ul style="list-style-type: none"> <li>• Follow up on customer concerns and on-going issues</li> <li>• Demonstrate resilience in the handling of service challenges</li> <li>• Portray professional etiquette when responding to customers over various platforms in accordance with organisational guidelines</li> <li>• Provide post-sales follow up</li> </ul>	<p>standards to identify key areas for improvements</p> <ul style="list-style-type: none"> <li>• Analyse service performance levels for effectiveness of actions taken</li> <li>• Implement corrective actions to improve service standards</li> <li>• Demonstrate the use of coaching techniques to address service performance issues</li> <li>• Prepare coaching plan for individuals with customer service gaps</li> <li>• Monitor progress of individual for service excellence</li> </ul>	<ul style="list-style-type: none"> <li>• Implement standards for dressing, communication and service delivery</li> <li>• Analyse organisation's service performance data with organisation's service standards and industry performance data to ascertain performance gaps</li> <li>• Conduct internal audits to ensure compliance with service standards</li> </ul>	<p>organisation's vision, mission and values</p> <ul style="list-style-type: none"> <li>• Promote a customer-centric environment to influence team to achieve service excellence</li> <li>• Promote staff learning and development to support the achievement of customer service excellence</li> <li>• Develop key performance indicators to measure customer service excellence</li> </ul>	
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