<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Customer Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSC</td>
<td>Service Innovation</td>
</tr>
<tr>
<td>TSC Description</td>
<td>Drive and implement a service innovation culture in organisations</td>
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</tbody>
</table>

### TSC Proficiency Description

<table>
<thead>
<tr>
<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>RET-CEX-1013-1.1</td>
<td>RET-CEX-3013-1.1</td>
<td>RET-CEX-4013-1.1</td>
<td>RET-CEX-5013-1.1</td>
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#### Knowledge

- Importance of service innovation
- Types of service innovation
- Methods to generate potential service innovation ideas
- Methods to evaluate potential service innovation ideas
- Types of mock-up of service innovation ideas
- Process of presenting mock-ups
- Types of stakeholder decisions and follow-up actions
- Importance of service innovation
- Types of service innovation
- Resources required to implement service innovation ideas
- Methods to collect data on implemented service innovation ideas
- Data to assess customer’s needs and expectations
- Methods to innovate products or services
- Criteria for evaluation of developed product and/or service offering
- Methods to collect customer intelligence
- Components of desired customer experience
- Components of a service operations plan
- Process of translating the desired customer experience into a service operations plan
- Methods to evaluate the impact of the desired customer experience

#### Abilities

- Recognise the importance of service innovation in the organisation
- Generate potential service innovation ideas to transform the customer experience
- Evaluate potential service innovation ideas according to organisational evaluation criteria
- Present mock-up of service innovation ideas to stakeholders
- Involve team members when planning to implement service innovation ideas
- Acquire resources required for the implementation of service innovation ideas
- Collect and analyse information on the effectiveness of implemented service innovation ideas
- Review implemented ideas to make improvements
- Assess customer’s needs and expectations to develop new products and/or services
- Innovate product or service offerings to respond to customer’s needs and expectations
- Evaluate product and/or service developed to ensure that it is in line with customer’s needs and expectations
- Interpret customer intelligence to determine desired customer experience
- Innovate the desired customer experience in line with the organisation’s vision, mission and values
- Translate the desired customer experience into a service operations plan
- Evaluate impact of desired customer experience