

**SKILLSFUTURE SINGAPORE
CRITICAL CORE SKILLS (CCS) REFERENCE DOCUMENT**

CCS Category	Interacting With Others		
CCS	Customer Orientation		
CCS Description	Identify the needs of customers, both internal and external, to deliver an effective customer experience		
CCS Proficiency Description	Basic	Intermediate	Advanced
	CCS-CUO-B001-1	CCS-CUO-I001-1	CCS-CUO-A001-1
	Demonstrate an understanding of customer needs or objectives to respond in a way which delivers an effective customer experience	Build relationships with customers to anticipate needs and solicit feedback to improve the customer experience	Foster the creation of an effective customer experience
Knowledge	<ul style="list-style-type: none"> Customer needs analysis Types of data collection tools and methods Customer listening methods and guidelines Customer feedback management systems Organisation's service policies and procedures Organisation's customer experience philosophy 	<ul style="list-style-type: none"> Customer behavioural patterns Service evaluation models Customer experience metrics Customer experience management strategies Customer relationship management strategies 	<ul style="list-style-type: none"> Strategies to design customer experience philosophies Strategies to develop service policies and procedures Types of business strategies and operations Organisation's vision and objectives Emerging industry and market trends Stakeholder dynamics
Abilities	<ul style="list-style-type: none"> Analyse customer needs or perspectives to identify appropriate responses or actions Demonstrate positive outlook and behaviour in customer interactions in line with organisation's customer experience philosophy Respond to customer requests in accordance with the organisation's service policies and procedures Identify potential customer experience issues to be escalated Collect data to measure defined customer experience parameters or metrics Suggest potential methods to improve customer experience Apply learnings from customer feedback to improve customer experience and service standards 	<ul style="list-style-type: none"> Analyse multiple information sources on customer behaviour and trends to anticipate customers' needs and expectations Evaluate customer needs to prioritise responses or action based on urgency and criticality Analyse customer engagements and conduct follow-up actions to analyse customer experience Manage critical customer issues and identify appropriate service recovery interventions Analyse customer experience metrics to identify areas for improvement or gaps in customer experiences Recommend changes to the organisation's service policies or procedures to improve customer experience Implement strategies to maintain relationships with customers to cultivate loyalty and trust 	<ul style="list-style-type: none"> Establish the organisation's customer experience philosophy and strategy for service delivery Guide the development of service policies and procedures to create a customer experience which prioritises customer needs or objectives Balance strategic and operational requirements against the fulfilment of customer needs to design effective customer experience management strategies Evaluate the impact of emerging industry and market trends on the customer experience to pre-empt customer issues Champion customer-oriented behaviours across the organisation Define metrics to measure customer experience Advocate for continuous improvement in customer experience across the organisation to drive service excellence