

TSC Category	Productivity and Innovation					
TSC	Service Innovation					
TSC Description	Provide new service offerings to enhance customer experiences and efficiency of services					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	ATP-PIN-1005-1.1		ATP-PIN-3005-1.1	ATP-PIN-4005-1.1	ATP-PIN-5005-1.1	ATP-PIN-6005-1.1
	Understand the importance of service innovation and the methods and opportunities that are available for a service staff to generate ideas that contribute to service innovation		Implement service innovation ideas in the organisation	Oversee research to uncover new areas of service opportunities for the organisation	Review feasibility of implementing new services and develop action plans to engage new services for the organisation	Drive strategies to augment organisational effectiveness and competitive advantages through new service offerings
Knowledge	<ul style="list-style-type: none"> 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-ups of service innovation ideas Process of presenting mock-ups Types of stakeholder decisions and follow-up actions 		<ul style="list-style-type: none"> Importance of service innovation Types of service innovation Resources required to implement service innovation ideas Methods to collect data on implemented service innovation ideas 	<ul style="list-style-type: none"> Techniques of customer service measurement Research methods New services deployed in the industry Industry best practices in service delivery New technologies to enhance services 	<ul style="list-style-type: none"> New services deployed in the industry Industry best practices in service delivery New technologies to enhance services Cross-cultural sensitivity and awareness Models and theories of service innovation 	<ul style="list-style-type: none"> New services deployed in the industry Industry best practices in service delivery New technologies to enhance services Cross-cultural sensitivity and awareness Models and theories of service innovation Change management strategies Tools and techniques of negotiation
Abilities	<ul style="list-style-type: none"> 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 		<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Measure and evaluate quality of customer service against established standards Analyse internal and external feedback to determine new service opportunities Conduct external research to identify 	<ul style="list-style-type: none"> Evaluate ideas, methods, services or solutions against business objectives Collaborate with relevant stakeholders or departments to generate new service offerings for the organisation Develop tactical plans to turn ideas into action 	<ul style="list-style-type: none"> Create opportunities for employees to generate new ideas, products, methods or solutions which enhance organisational effectiveness Design strategies and implementation plans to deliver outstanding customer services

**SKILLS FRAMEWORK FOR AIR TRANSPORT
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

	<p>organisational evaluation criteria</p> <ul style="list-style-type: none"> • Present mock-ups of service innovation ideas to stakeholders 		<p>implemented service innovation ideas</p> <ul style="list-style-type: none"> • Review implemented ideas to make improvements 	<p>opportunities for new service offerings</p> <ul style="list-style-type: none"> • Generate ideas, methods, services or solutions to enhance customers' experiences 	<ul style="list-style-type: none"> • Oversee projects to determine feasibility of new service offerings • Revamp service delivery processes based on feedback and new service offerings 	<p>across multiple touchpoints</p> <ul style="list-style-type: none"> • Develop and drive service improvement initiatives to maximise customer satisfaction • Influence and secure employees' buy-in through effective change management strategies
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