

<b>TSC Category</b>	Customer and Passenger Services					
<b>TSC</b>	Service Challenges					
<b>TSC Description</b>	Develop a framework to manage and mitigate service challenges and feedback from customers					
<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>ATP-CEX-1008-1.1</b>		<b>ATP-CEX-3008-1.1</b>			
	Respond to challenging service situations according to service recovery procedures to respond to the challenges and escalate unresolved service challenges		Develop customer relationships that build customer loyalty and confidence in the organisation by handling service opportunities and escalated service challenges appropriately			
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Types of triggers in the service environment</li> <li>Types of service challenges</li> <li>Importance of responding to service challenges</li> <li>Principles of effective communication</li> <li>Service escalation channels</li> </ul>		<ul style="list-style-type: none"> <li>Methods to develop knowledge of organisation's product and/or service offerings</li> <li>Methods to establish customer rapport</li> <li>Types of post-sales follow-up</li> <li>Types of service opportunities and escalated service challenges</li> <li>Methods to respond to service opportunities and escalated service challenges</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>Use service recovery procedures to respond to service challenges</li> <li>Escalate unresolved service challenges</li> </ul>		<ul style="list-style-type: none"> <li>Develop knowledge of organisation's product or service offerings and customer profiles</li> <li>Establish customer rapport to build customer confidence</li> <li>Provide post-sales follow-up</li> </ul>			

			<ul style="list-style-type: none"><li>Respond to service opportunities and escalated service challenges to reinforce customers' confidence in the organisation</li></ul>			
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