

<b>TSC Category</b>	Customer and Passenger Services					
<b>TSC</b>	Service Excellence					
<b>TSC Description</b>	Develop a service framework to manage and address service challenges, and partner with partners to deliver service excellence					
<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-1010-1.1</b>		<b>ATP-CEX-3010-1.1</b>			
	Equip oneself with the mindset to go the extra mile in providing excellent service which involves creating a positive customer experience and escalating areas of improvements that may enhance the customers' experience		Build customer confidence in the organisation and develop customer relationships that build customer loyalty. It also involves the know-how of handling service opportunities and escalated service challenges.			
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Types of customers</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>Non-verbal communication skills</li> <li>Methods to escalate areas of improvements to enhance customer experience</li> <li>Methods to project a professional image and persona</li> </ul>		<ul style="list-style-type: none"> <li>Methods to develop knowledge of organisation's product 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>			

<p><b>Abilities</b></p>	<ul style="list-style-type: none"> <li>• Recognise the diverse range of customers and their needs and expectations</li> <li>• Recognise the impact of one's professional image and persona on the organisation</li> <li>• Project a professional image and persona</li> <li>• Demonstrate effective communication skills when interacting with customers</li> <li>• Demonstrate the qualities and characteristics of a service professional when delivering go-the-extra-mile service to exceed customer expectations</li> <li>• Create a positive customer experience by offering customised and personalised service</li> <li>• Know the customer's preferred choices based on the customer group he or she belongs to</li> <li>• Escalate feedback on areas of improvements to enhance the customer experience</li> </ul>		<ul style="list-style-type: none"> <li>• Enhance 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> <li>• Respond to service opportunities and escalated service challenges to reinforce customers' confidence in the organisation</li> </ul>			
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