

**SKILLS FRAMEWORK FOR HEALTHCARE  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Quality and Patient Safety					
<b>TSC</b>	Excellence in Service					
<b>TSC Description</b>	Create strategies to foster positive customer and/or patient experiences and deliver service excellence throughout the engagement lifecycle					
<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>HCE-CEX-1031-1.1</b>	<b>HCE-CEX-2031-1.1</b>	<b>HCE-CEX-3031-1.1</b>	<b>HCE-CEX-4031-1.1</b>	<b>HCE-CEX-5031-1.1</b>	
	Provide customer and/or patient service according to guidelines	Support service excellence by going-the-extra-mile and providing customers and/or patients with a positive experience, escalating feedback on areas for improvement	Maintain customer and/or patient relationships by building their confidence in the organisation and fostering a sense of loyalty, escalating challenges in establishing rapport	Develop servicing partnerships by strengthening the relationships and creating differentiated experiences, leveraging opportunities to continuously improve services	Drive service excellence at an organisational level	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Principles of effective communication</li> <li>Non-verbal communication skills</li> <li>Methods to project a professional image and persona</li> <li>Impact and methods to project a professional image and persona</li> <li>Customer and/or patient needs and expectations</li> <li>Organisational requirements and procedures for customer and/or patient handling and service delivery</li> <li>Types of customers and/or patients within the department</li> <li>Basic customer and/or patient service skills</li> <li>Escalation processes</li> </ul>	<ul style="list-style-type: none"> <li>Qualities and characteristics of positive customer and/or patient interactions and experiences</li> <li>Importance of going-the-extra-mile for the customers and/or patients and the organisation</li> <li>Methods to exceed customer and/or patient expectations</li> <li>Methods to escalate areas of improvement to enhance customer and/or patient experience</li> <li>Types of triggers in the service environment</li> <li>Types of service challenges</li> </ul>	<ul style="list-style-type: none"> <li>Organisation's product or service offerings</li> <li>Methods to establish customer and/or patient rapport</li> <li>Types of service opportunities and challenges within the healthcare industry</li> <li>Methods to respond to service opportunities and overcome service challenges</li> <li>Types of support services within the organisation</li> </ul>	<ul style="list-style-type: none"> <li>Techniques to evaluate customer and/or patient satisfaction</li> <li>Methods to strengthen collaborations and partnerships</li> <li>Relationship management techniques</li> </ul>	<ul style="list-style-type: none"> <li>Strategies to foster customer and/or patient centricity</li> <li>Industry trends and opportunities</li> <li>Organisation's service workflows</li> <li>Process, infrastructure and resource requirements for service operations</li> <li>Methods to evaluate impact of service relationships on organisation's reputation</li> <li>Business excellence frameworks</li> </ul>	
<b>Abilities</b>	<ul style="list-style-type: none"> <li>Project a professional image and persona in order to maintain the organisation's reputation and provide a smooth customer and/or patient experience</li> <li>Demonstrate effective communication skills when interacting with</li> </ul>	<ul style="list-style-type: none"> <li>Articulate identified customer and/or patient needs and expectations</li> <li>Attend to customer and/or patient needs through observations</li> <li>Interact positively with customers and/or patients and adopt a</li> </ul>	<ul style="list-style-type: none"> <li>Identify organisation customer and/or patient profiles</li> <li>Identify organisation's products or services offered</li> <li>Provide post-discharge follow-up as required</li> </ul>	<ul style="list-style-type: none"> <li>Maintain relationships with existing customers and/or patients</li> <li>Monitor customer and/or patient satisfaction and identify areas for improvement</li> <li>Implement continual improvements based on feedback provided</li> </ul>	<ul style="list-style-type: none"> <li>Drive service initiatives within the organisation</li> <li>Review service workflows and processes to ensure hassle-free service across different touch points</li> <li>Collaborate with other departments to improve the quality of service</li> </ul>	

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	<p>customers and/or patients</p> <ul style="list-style-type: none"> <li>• Follow organisational processes and procedures to provide prompt and quality customer and/or patient services</li> <li>• Carry out collection of customer and/or patient feedback</li> </ul>	<p>solution focused approach</p> <ul style="list-style-type: none"> <li>• Go the extra mile, within reason, when delivering service to exceed customer and/or patient expectations</li> <li>• Create a positive customer and/or patient experience by offering customised and personalised services</li> <li>• Identify triggers in the service environment that may lead to potential service challenges</li> <li>• Apply service recovery procedures to respond to service challenges</li> <li>• Identify areas of improvement as per customer and/or patient feedback</li> <li>• Identify challenges that require escalation</li> <li>• Escalate feedback on areas of improvement to enhance the customer and/or patient experience</li> <li>• Escalate difficult situations to supervisors</li> <li>• Identify the customers profiles and their positions within the healthcare sector</li> <li>• Establish customer and/or patient rapport to build customer and/or patient loyalty</li> <li>• Respond to service opportunities and escalated service challenges to reinforce customers' confidence in the organisation</li> </ul>	<ul style="list-style-type: none"> <li>• Follow through feedback and/or escalated complaints</li> <li>• Refer customers and/or patients for appropriate support</li> </ul>	<ul style="list-style-type: none"> <li>• Communicate implemented improvements to customers and/or patients, when appropriate, and seek their feedback on their effectiveness</li> <li>• Guide junior staff on how to improve service delivery and manage touch points</li> <li>• Liaise with other departments to improve customer and/or patient journey</li> </ul>	<p>provided to customers and/or patients</p>	
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