

**SKILLS FRAMEWORK FOR MARINE AND OFFSHORE
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	General Management					
TSC	Service Excellence					
TSC Description	Create strategies to foster positive customer experience and deliver service excellence throughout the engagement lifecycle					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		MAR-GMT-2010-1.1	MAR-GMT-3010-1.1	MAR-GMT-4010-1.1	MAR-GMT-5010-1.1	
		Support service excellence by going the extra mile for customers, providing them with a positive experience and escalating their feedback on areas for improvement.	Maintain customer relationships by building their confidence in the organisation, fostering a sense of loyalty and escalating challenges in establishing rapport	Develop servicing partnerships by strengthening relationships, creating differentiated customer experience and leveraging on opportunities to continuously improve services	Drive service excellence at organisational level by structuring customer-centric operational processes and emphasising values added	
Knowledge		<ul style="list-style-type: none"> Types of customers within respective Marine and Offshore sub-sectors Customer needs and expectations Qualities and characteristics of positive customer interactions and experience Importance of going the extra mile for customers and the organisation Methods to exceed customer expectations Principles of effective communication Methods to escalate areas for improvement to enhance customer experience Methods to project professional image and persona 	<ul style="list-style-type: none"> Relevance of organisation's product or service offerings to respective Marine and Offshore sub-sectors Methods to establish customer rapport Types of pre-sales, fabrication, delivery and aftersales follow-ups Types of service opportunities and challenges within the Marine and Offshore industry Methods to respond to service opportunities and overcome service challenges 	<ul style="list-style-type: none"> Techniques to evaluate customer satisfaction Methods to strengthen collaborations and partnerships Methods to manage customer relationships Relationship management technologies 	<ul style="list-style-type: none"> Organisation's vision, mission and values Strategies to foster customer centricity Market trends and opportunities Strategies to establish value-creating partnerships Techniques to evaluate customers' impact on organisation's bottom line Methods to evaluate impact of service relationships on organisation's reputation 	

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<p>Abilities</p>		<ul style="list-style-type: none"> • Recognise the diverse range of customers within the different Marine and Offshore sub-sectors • Articulate customers' unique needs and expectations • Recognise the impact of one's professional image and persona on customer experience and organisation's reputation • Project professional image and persona • Demonstrate effective communication skills when interacting with customers • Interact positively with customers and adopt solution-focused approaches • Go the extra mile, within reason when delivering services to exceed customer expectations • Create positive customer experience by offering customised and personalised services • Escalate feedback on areas for improvement to enhance customer experience 	<ul style="list-style-type: none"> • Develop knowledge of organisation's product or service offerings for each of the Marine and Offshore sub-sectors and related industries • Develop knowledge of the organisation's customer profiles and their positioning within the Marine and Offshore industry • Establish customer rapport to build customer loyalty • Provide pre-sales, fabrication, delivery and aftersales follow-ups as and when required • Respond to service opportunities and escalated service challenges to reinforce customers' confidence in the organisation 	<ul style="list-style-type: none"> • Maintain relationships with existing customers • Share industry knowledge and experiences with customers when appropriate • Monitor customer satisfaction and identify areas for improvement • Implement continual improvements to pre-sales, fabrication, delivery and aftersales follow-ups • Communicate implemented improvements to customers when appropriate, and seek their feedback on the effectiveness • Champion service excellence within own department and guide involved parties on how to improve their service delivery 	<ul style="list-style-type: none"> • Design customer-focused strategies that are in line with common organisational vision, mission and values • Establish value-creating partnerships to secure recurring businesses and cement customer base • Highlight values added to each party • Formulate priority customer lists based on customer loyalty and their impact on organisation's bottom line and reputation • Initiate discussions with priority customers on possible partnerships and collaborations 	
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