

TSC Category	Business and Organisational Management					
TSC	Strategic Service Excellence Management					
TSC Description	Establish strategies and operating principles to consistently meet and manage clients' expectations so as to support business requirements					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				ECM-BIN-4012-1.1	ECM-BIN-5012-1.1	ECM-BIN-6012-1.1
				Facilitate the development of client relationship management plans through the implementation of the organisation's service excellence plans	Formulate strategies to improve service excellence performance and client relationships to achieve long-term partnerships	Drive a strong culture of service excellence across the organisation by implementing service excellence improvement programmes and monitor their effectiveness
Knowledge				<ul style="list-style-type: none"> Service excellence principles and practices Customer relationship management (CRM) principles and practices Total quality management principles Key account management principles Benchmarking principles and practices 	<ul style="list-style-type: none"> Service delivery structures and systems Types of service excellence and organisational cultures Types of service excellence frameworks Customer loyalty and reward systems Service level agreements (SLAs) Service feedback and measurement techniques Methods of developing interpersonal skills Methods of managing customer complaints 	<ul style="list-style-type: none"> Service excellence strategy development principles and practices Types of strategic customer relationship management Customer relationship management (CRM) software systems Types of customer retention strategies Methods of developing predictive models Principles of data analytics and how to use them
Abilities				<ul style="list-style-type: none"> Facilitate the implementation of the organisation's service excellence plans Review client feedback data to pre-emptively achieve client retention and acquisition targets Build effective internal and external client relationships 	<ul style="list-style-type: none"> Drive and implement the organisation's service excellence model Grow client acquisition and retention through constant service excellence performance Lead the use of client analytics to forecast client behaviours 	<ul style="list-style-type: none"> Develop and implement an effective strategic service excellence model Develop and communicate service standards, targets and objectives across the organisation Implement service excellence improvement programmes and

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

				<ul style="list-style-type: none"> Apply key account management principles in achieving service excellence 	<ul style="list-style-type: none"> Develop and implement client reward and retention strategies Measure and evaluate client satisfaction feedback and service performance results data Develop innovative strategies to improve service excellence performance 	<ul style="list-style-type: none"> monitor their effectiveness Review quantitative and qualitative data and feedback to improve service excellence performances Lead and promote a strong culture of service excellence across the organisation
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