

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

| | | | | | | |
|------------------------------------|---|----------------|---|--|--|----------------|
| TSC Category | Customer Relationship and Stakeholder Management | | | | | |
| TSC | Service Challenges | | | | | |
| TSC Description | Develop a framework to manage and mitigate service challenges and feedback from customers | | | | | |
| TSC Proficiency Description | Level 1 | Level 2 | Level 3 FSE-CEX-3008-1.1-1 | Level 4 PSE-CEX-4008-1.1 | Level 5 PSE-CEX-5008-1.1 | Level 6 |
| | | | Develop customer relationships that build customer loyalty and confidence in the organisation | Develop service recovery frameworks, cascade service recovery procedures and evaluate impact of the strategies | Enhance customer loyalty through developing customer loyalty strategies, evaluating the impact of the strategies and recommending changes to service operations plans | |
| Knowledge | | | <ul style="list-style-type: none"> • Methods to develop knowledge of organisation's product and/or service offering • Methods to establish customer rapport • Types of post-sales follow up • Types of service opportunities and escalated service challenges • Principles of effective communication • Methods to respond to service opportunities and escalated service challenges • Types of service challenges | <ul style="list-style-type: none"> • Sources of information on service challenges • Methods to analyse service challenges • Components of a service recovery framework • Methods to cascade service recovery policies and procedures to stakeholders • Criteria to evaluate effectiveness of service recovery framework | <ul style="list-style-type: none"> • Strategies to improve customer loyalty • Components of customer loyalty strategy • Steps to design and implement customer loyalty strategy • Criteria to evaluate impact of customer loyalty strategies • Organisation's policies, procedures and guidelines addressing customer loyalty | |
| Abilities | <ul style="list-style-type: none"> • | | <ul style="list-style-type: none"> • Develop knowledge of organisation's product or service offerings and customer profile • Establish customer rapport to build customer confidence | <ul style="list-style-type: none"> • Analyse service challenges to ascertain service delivery gaps • Develop service recovery framework to address service delivery gaps | <ul style="list-style-type: none"> • Develop strategies to improve customer loyalty • Evaluate impact of customer loyalty strategies | |

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

| | | | | | | |
|--|--|--|---|---|---|--|
| | | | <ul style="list-style-type: none"> • Provide post-sales follow up • Respond to escalated service challenges, in accordance with service recovery procedures • Respond to service opportunities and escalated service challenges to reinforce customers' confidence in the organisation | <ul style="list-style-type: none"> • Cascade service recovery framework to stakeholders • Evaluate the effectiveness of service recovery strategies | <ul style="list-style-type: none"> • Identify key profitability drivers • Define customer loyalty analytics requirements • Recommend changes to service operations plan affecting customer loyalty | |
|--|--|--|---|---|---|--|