

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

TSC Category	Stakeholder and Customer Management					
TSC	Service Excellence					
TSC Description	Develop a service framework to manage and address service challenges as well as collaborate with relevant partners to deliver service excellence					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	PTP-CEX-1010-1.1-25	PTP-CEX-2010-1.1-25	PTP-CEX-3010-1.1-25	PTP-CEX-4010-1.1-25	PTP-CEX-5010-1.1-25	
	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	Deliver all aspects of customer service which include attending to customer queries, identifying customers' needs and processing feedback to facilitate customer experience enhancements	Build customer confidence in the organisation by demonstrating customer-centric behaviours within the work environment in achieving service excellence	Establish and maintain relationships to enhance service excellence, which includes implementing continuous improvements to achieve desired service levels	Establish partnerships that are necessary to the organisation in delivering service excellence and to enhance the service operations process	
Knowledge	<ul style="list-style-type: none"> Types of customers Customer needs and expectations Qualities and characteristics of a service professional Importance of go-the-extra-mile for service to oneself and the organisation Methods to exceed customer expectations Principles of effective communication Non-verbal communication skills Methods to escalate areas of improvement to enhance customer experience Methods to project a professional image and persona 	<ul style="list-style-type: none"> Types of customers Customer needs and expectations Methods to exceed customer expectations Principles of effective communication Methods to escalate areas of improvement to enhance customer experience Organisational policies, procedures and processes relating to customer service 	<ul style="list-style-type: none"> Methods to promote a customer-centric culture Methods to develop knowledge of organisation's service offering Methods to establish customer rapport Types of service opportunities and escalated service challenges Methods to respond to service opportunities and escalated service challenges 	<ul style="list-style-type: none"> Methods to promote a customer-centric culture Methods to encourage team to deliver service Methods to evaluate the success of implemented service innovation ideas Methods to develop knowledge of organisation's service offering Methods to establish customer rapport Types of service partners Methods to strengthen collaborations with service partners Techniques to evaluate performance of partnerships 	<ul style="list-style-type: none"> Characteristics of a role model Methods to demonstrate organisational vision, mission and core values Methods to promote a customer-centric culture Methods to encourage team to deliver service Methods to monitor performance of self and team Strategies to establish value creating partnerships Types of service partners Methods to strengthen collaborations with service partners Techniques to evaluate performance of partnerships 	
Abilities	<ul style="list-style-type: none"> Identify the diverse range of customers and their needs and expectations Recognise the impact of one's professional image 	<ul style="list-style-type: none"> Interpret customers' needs using appropriate interpersonal skills Greet customers and establish rapport in accordance with 	<ul style="list-style-type: none"> Promote a customer-centric culture within the service environment to achieve service excellence 	<ul style="list-style-type: none"> Establish and maintain relationships with service partners to enhance service excellence Share with service partners the 	<ul style="list-style-type: none"> Update service partners on the organisation's vision, mission, values and customer-focused strategy 	

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	<p>and persona on the organisation</p> <ul style="list-style-type: none"> • Project a professional image and persona • Demonstrate effective communication skills when interacting with customers • Demonstrate the qualities and characteristics of a service professional when delivering go-the-extra-mile service to exceed customer expectations • Create a positive customer experience by offering customised and personalised service • Escalate feedback on areas of improvements to enhance the customer experience 	<p>organisational requirements</p> <ul style="list-style-type: none"> • Provide prompt service to address customer needs in accordance with organisational requirements • Identify and follow up opportunities to increase the quality of service • Document all customer feedback according to organisational standards, policies and procedures 	<ul style="list-style-type: none"> • Enhance knowledge of organisation's service offerings and customer profile on a continuous basis • Establish customer rapport to build customer confidence • Respond to service opportunities and escalated service challenges to reinforce customers' confidence in the organisation 	<p>organisation's service standards and key performance indicators (KPIs) for service partners</p> <ul style="list-style-type: none"> • Share industry knowledge and experience with service partners • Assess performance of service partnerships to identify areas of improvement • Implement continuous improvements to strengthen relationships with service partners • Communicate reasons for continuous improvements to service partners • Communicate continuous improvements to team • Obtain feedback from service partner on improvements • Monitor service partners' performance after implementation of continuous improvements 	<ul style="list-style-type: none"> • Establish value creating partnerships with service partners to achieve organisational service excellence • Develop clarity and reasons for partnership • Develop and maintain trust which may include: <ul style="list-style-type: none"> • Create clear and robust partnership arrangements • Strengthen collaborations with service partners to enhance performance to achieve the organisation's service standards • Evaluate performance of service partners and their contributions to the organisation's service standards 	
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