

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

TSC Category	Customer Acquisition and Retention					
TSC	Customer Relationship Management Operations					
TSC Description	Manage and analyse customer data to foster long-term relationships with customers and drive sales growth					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	RET-CAR-1003-1.1	RET-CAR-2003-1.1	RET-CAR-3003-1.1	RET-CAR-4003-1.1	RET-CAR-5003-1.1	
	Ensure records of customer interactions are kept up-to-date and maintain in accordance with organisation procedures and relevant legislation	Maintain effective regular communication with customers, collect and check customer information with existing records	Obtain customer information respectfully and sensitively, using purposeful, systematic and diplomatic questions and engage with customers using a collaborative and person-centred approach by exercising discretion and confidentiality	Manage and inspect customer requirements, build trust and respect through use of effective communication techniques and present information clearly and with sufficient details to meet customer needs	Initiate and drive customer relationships that enhance customer loyalty and select the most appropriate mode of communication for the information being provided.	
Knowledge	<ul style="list-style-type: none"> Importance of understanding customers' preferences and needs on products and/or services Methods used to communicate with customers to identify their preferences and needs Processes to maintain record keeping systems Various methods of monitoring client satisfaction 	<ul style="list-style-type: none"> Importance of understanding customers' preferences and needs on products and/or services Methods used to communicate with customers to identify their preferences and needs Processes to maintain record keeping systems Various methods of monitoring client satisfaction 	<ul style="list-style-type: none"> Customer relationship management framework Importance of understanding customers' preferences and needs on products and/or services Methods used to communicate with customers to identify their preferences and needs Ways to solicit feedback on products and/or services 	<ul style="list-style-type: none"> Customer relationship management framework Ways to build positive relationships with customers Methods used to communicate with customers to identify their preferences and needs Communication strategies to maintain positive relations with customers Ways to evaluate the communication processes to improve relationships with customers Organisational procedures in developing and maintaining positive relations with customers 	<ul style="list-style-type: none"> Customer relationship management framework Communication strategies to maintain positive relations with customers Organisational procedures in developing and maintaining positive relations with customers 	
Abilities	<ul style="list-style-type: none"> Ensure accuracy of customer interaction records are maintained according to standard operating procedures and guidelines Maintain records and documentation relating to customer relationships Research best techniques for collection of data and record keeping 	<ul style="list-style-type: none"> Demonstrate communication skills that utilise effective questioning methods and active listening Maintain records and documentation relating to customer relationships Adapt to any special needs and diversity of customers Monitor client satisfaction 	<ul style="list-style-type: none"> Manage customer relationship management programmes Monitor customer relationship management programmes execution Plan activities and processes for managing customer relationships Consult with customers to ensure products and services meet client needs 	<ul style="list-style-type: none"> Review existing customer relationship management programmes Develop customer relationship management plans Manage customer relationship management programmes to manage customer relationships 	<ul style="list-style-type: none"> Review background of customer relationship management by the organisation and determine objectives Develop customer relationship management strategies Guide operational plan development to support achievement of customer relationship management strategies 	

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					<ul style="list-style-type: none"> Set key performance indicators to evaluate customer relationship management 	
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