

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

TSC Category	Customer Experience					
TSC	Customer Experience Management					
TSC Description	Compile information and manage communication across various customer touch points to ensure a consistent and pleasant retail experience					
TSC Proficiency Description	Level 1	Level 2 RET-CEX-2002-1.1	Level 3 RET-CEX-3002-1.1	Level 4 RET-CEX-4002-1.1	Level 5 RET-CEX-5002-1.1	Level 6
		Engage customers over various platforms by leveraging on available organisational resources	Build a customer service knowledge base as part of organisational resources	Design the organisation's customer service knowledge base	Evaluate the effectiveness of the customer service knowledge base	
Knowledge		<ul style="list-style-type: none"> • Various platforms to engage customers • Reasons for engaging with customers over various platforms • Types of available organisational resources • Methods to portray professional etiquette over various platforms • Principles of effective communication • Methods to escalate feedback • Structure of customer service knowledge base • Personal Data Protection Act (PDPA) requirements pertaining to customer service knowledge base 	<ul style="list-style-type: none"> • Structure and content of organisation's customer service knowledge base • Input and update routines for adding to the customer service knowledge base • Techniques to classify information in a meaningful manner within the customer service knowledge base • Personal Data Protection Act (PDPA) requirements pertaining to customer service knowledge base 	<ul style="list-style-type: none"> • Components, purpose and benefits of a customer service knowledge base • Methods to gather specifications on customer service knowledge base • Methods to test the customer service knowledge base • Types of information to be stored in a customer service knowledge base • Personal Data Protection Act (PDPA) requirements pertaining to customer service knowledge base 	<ul style="list-style-type: none"> • Components, purpose and benefits of a customer service knowledge base • Personal Data Protection Act (PDPA) requirements pertaining to customer service knowledge base 	
Abilities		<ul style="list-style-type: none"> • Leverage on organisational resources when engaging with customers over various platforms • Portray professional etiquette when responding to customers over various platforms in accordance with organisational guidelines • Adhere to PDPA requirements when using 	<ul style="list-style-type: none"> • Classify information collected through customer contact for inclusion in knowledge base • Identify frequently asked questions asked by customers • Contributes ideas and responses to customers queries and requests • Leverage on customer service knowledge base 	<ul style="list-style-type: none"> • Develop user requirements for customer service knowledge base • Design system specifications that meet organisation's needs and budgetary requirements • Develop a business case for the customer service knowledge base • Oversee the testing and implementation of 	<ul style="list-style-type: none"> • Define the scope of the organisation's customer service knowledge base with relevant parties • Review and endorse the suitable methods and tools for the development of the customer service knowledge base • Oversee the identification and prioritisation of data to be captured in the customer service 	

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		<p>the customer service knowledge base</p> <ul style="list-style-type: none"> • Escalate feedback received over various platforms in accordance with the organisation's guidelines 	<p>to inform the introduction of a new product and/or service and/or variation</p> <ul style="list-style-type: none"> • Analyse trends and patterns in the customer service knowledge base • 	<p>customer service knowledge base</p> <ul style="list-style-type: none"> • Collect feedback on improvements to customer service knowledge base • Provide training and support to users of the customer service knowledge base 	<p>knowledge base accordance with legal and/or legislative compliance, regulatory compliance and organisation's policies and procedures</p> <ul style="list-style-type: none"> • Identify key parties within the organisation to be involved in the development of the customer service knowledge base • Evaluate recommendations to improve the customer service knowledge base based on results of monitoring and evaluation • Evaluate and respond to issues arising from compliance to legislation and/or regulations 	
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