

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

<b>TSC Category</b>	Customer Experience					
<b>TSC</b>	Customer Loyalty					
<b>TSC Description</b>	Develop and manage customer loyalty and retention programmes to foster long-term relationships with customers					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b> <b>RET-CEX-2003-1.1</b>	<b>Level 3</b>	<b>Level 4</b> <b>RET-CEX-4003-1.1</b>	<b>Level 5</b> <b>RET-CEX-5003-1.1</b>	<b>Level 6</b>
		Respond to challenging service situations which involves the use of service recovery procedures and escalate unresolved service challenges		Develop service recovery framework, cascade the service recovery procedures and evaluate the impact of the strategies	Enhance customer loyalty through development of customer loyalty strategies, evaluate the impact of the strategies and recommend changes to service operations plans	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Types of triggers in the service environment</li> <li>Types of service challenges</li> <li>Importance of responding to service challenges</li> <li>Principles of effective communication</li> <li>Service escalation channels</li> </ul>		<ul style="list-style-type: none"> <li>Sources of information on service challenges</li> <li>Methods to analyse service challenges</li> <li>Components of a service recovery framework</li> <li>Methods to cascade service recovery policies and procedures to stakeholders</li> <li>Criteria to evaluate effectiveness of service recovery framework</li> </ul>	<ul style="list-style-type: none"> <li>Strategies to improve customer loyalty</li> <li>Components of customer loyalty strategies</li> <li>Steps to design and implement customer loyalty strategies</li> <li>Criteria to evaluate impact of customer loyalty strategies</li> <li>Organisation's policies, procedures and guidelines addressing customer loyalty</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Recognise triggers in the service environment that may lead to potential service challenges</li> <li>Use service recovery procedures to respond to service challenges</li> <li>Escalate unresolved service challenges</li> </ul>		<ul style="list-style-type: none"> <li>Analyse service challenges to ascertain service delivery gaps</li> <li>Develop service recovery framework to address service delivery gaps</li> <li>Cascade service recovery framework to stakeholders</li> <li>Evaluate the effectiveness of service recovery strategies</li> </ul>	<ul style="list-style-type: none"> <li>Develop strategies to improve customer loyalty</li> <li>Evaluate impact of customer loyalty strategies</li> <li>Identify key profitability drivers</li> <li>Define customer loyalty analytics requirements</li> <li>Recommend changes to service operations plans affecting customer loyalty</li> </ul>	