

**SKILLS FRAMEWORK FOR THE RETAIL
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

TSC Category	Customer Experience					
TSC	Service Brand					
TSC Description	Develop strategies to enhance the organisation's service brand and value proposition					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				RET-CEX-4007-1.1	RET-CEX-5007-1.1	
				Implement the organisation's service brand, which includes taking corrective action to ensure alignment with the organisation's service strategies	Communicate the importance and benefits of a service brand for the organisation and drive service branding initiative	
Knowledge				<ul style="list-style-type: none"> • Organisation's service brand • Organisation's service brand guidelines • Methods to implement the organisation's service brand guidelines • Process to analyse impact of service brand guidelines 	<ul style="list-style-type: none"> • Organisation's branding strategy • Impact of service branding initiatives on business • Importance and benefits of service branding • Methods to evaluate impact of service branding initiatives 	
Abilities				<ul style="list-style-type: none"> • Implement service brand guidelines • Analyse impact of service brand guidelines to ensure alignment with the organisation's service standards • Gather data related to service brand guidelines • Ascertain gaps by comparing data collected against organisation's service standards and service brand guidelines • Implement corrective actions to enhance the performance of service brand guidelines 	<ul style="list-style-type: none"> • Develop an appreciation for the service brand as a competitive advantage for the organisation • Establish strategies to champion the adoption of the service brand • Evaluate the impact of service branding initiatives on the organisation 	