

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

TSC Category	Customer Experience					
TSC	Service Challenges					
TSC Description	Develop a framework to manage and mitigate service challenges and feedback from customers					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	RET-CEX-1008-1.1		RET-CEX-3008-1.1	RET-CEX-4008-1.1	RET-CEX-5008-1.1	
	Respond to challenging service situations according to service recovery procedures to respond to the challenges and escalate unresolved service challenges		Develop customer relationships that build customer loyalty and confidence in the organisation by handling service opportunities and escalated service challenges appropriately	Develop service recovery frameworks, cascade service recovery procedures and evaluate impact of the strategies	Enhance customer loyalty through developing customer loyalty strategies, evaluating the impact of the strategies and recommending changes to service operations plans	
Knowledge	<ul style="list-style-type: none"> Types of triggers in the service environment Types of service challenges Importance of responding to service challenges Principles of effective communication Service escalation channels 		<ul style="list-style-type: none"> Methods to develop knowledge of organisation's product and/or service offering Methods to establish customer rapport Types of post-sales follow up Types of service opportunities and escalated service challenges Methods to respond to service opportunities and escalated service challenges 	<ul style="list-style-type: none"> Sources of information on service challenges Methods to analyse service challenges Components of a service recovery framework Methods to cascade service recovery policies and procedures to stakeholders Criteria to evaluate effectiveness of service recovery framework 	<ul style="list-style-type: none"> Strategies to improve customer loyalty Components of customer loyalty strategy Steps to design and implement customer loyalty strategy Criteria to evaluate impact of customer loyalty strategies Organisation's policies, procedures and guidelines addressing customer loyalty 	
Abilities	<ul style="list-style-type: none"> Recognise triggers in the service environment that may lead to potential service challenges Use service recovery procedures to respond to service challenges Escalate unresolved service challenges 		<ul style="list-style-type: none"> Develop knowledge of organisation's product or service offerings and customer profile Establish customer rapport to build customer confidence Provide post-sales follow up Respond to service opportunities and escalated service challenges to reinforce customers' confidence in the organisation 	<ul style="list-style-type: none"> Analyse service challenges to ascertain service delivery gaps Develop service recovery framework to address service delivery gaps Cascade service recovery framework to stakeholders Evaluate the effectiveness of service recovery strategies 	<ul style="list-style-type: none"> Develop strategies to improve customer loyalty Evaluate impact of customer loyalty strategies Identify key profitability drivers Define customer loyalty analytics requirements Recommend changes to service operations plan affecting customer loyalty 	