

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

<b>TSC Category</b>	Customer Experience					
<b>TSC</b>	Service Excellence					
<b>TSC Description</b>	Develop a service framework to manage and address service challenges, and partner with partners to deliver service excellence					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
	<b>RET-CEX-1010-1.1</b>		<b>RET-CEX-3010-1.1</b>	<b>RET-CEX-4010-1.1</b>	<b>RET-CEX-5010-1.1</b>	
	Equip oneself with the mindset to go the extra mile in providing excellent service, which involves creating a positive customer experience and escalating areas of improvement that may enhance the customers' experience		Build customer confidence in the organisation and to develop customer relationships that build customer loyalty. It also involves the know-how of handling service opportunities and escalated service challenges	Establish and maintain relationships to enhance service excellence, which includes implementing continual improvements to strengthen relationships with service partners	Establish partnerships that are necessary to the organisation in delivering service excellence and to enhance the service operations process	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Types of customers</li> <li>Customer needs and expectations</li> <li>Qualities and characteristics of a service professional</li> <li>Importance of go-the-extra-mile for service to oneself and the organisation</li> <li>Methods to exceed customer expectations</li> <li>Principles of effective communication</li> <li>Non-verbal communication skills</li> <li>Methods to escalate areas of improvement to enhance customer experience</li> <li>Methods to project a professional image and persona</li> </ul>		<ul style="list-style-type: none"> <li>Methods to develop knowledge of organisation's product or service offering</li> <li>Methods to establish customer rapport</li> <li>Types of post-sales follow up</li> <li>Types of service opportunities and escalated service challenges</li> <li>Methods to respond to service opportunities and escalated service challenges</li> </ul>	<ul style="list-style-type: none"> <li>Methods to evaluate the success of implemented service innovation ideas</li> <li>Methods to develop knowledge of organisation's product or service offering</li> <li>Methods to establish customer rapport</li> <li>Types of post-sales follow up</li> <li>Types of service partners</li> <li>Methods to strengthen collaborations with service partners</li> <li>Techniques to evaluate performance of partnerships</li> </ul>	<ul style="list-style-type: none"> <li>Strategies to establish value creating partnerships</li> <li>Types of service partners</li> <li>Methods to strengthen collaborations with service partners</li> <li>Techniques to evaluate performance of partnerships</li> </ul>	
<b>Abilities</b>	<ul style="list-style-type: none"> <li>Recognise the diverse range of customers and their needs and expectations</li> <li>Recognise the impact of one's professional image and persona on the organisation</li> <li>Project a professional image and persona</li> <li>Demonstrate effective communication skills</li> </ul>		<ul style="list-style-type: none"> <li>Continually enhance knowledge of organisation's product or service offerings and customer profile</li> <li>Establish customer rapport to build customer confidence</li> <li>Provide post-sales follow up</li> <li>Respond to service opportunities and</li> </ul>	<ul style="list-style-type: none"> <li>Establish and maintain relationships with service partners to enhance service excellence</li> <li>Update service partners on the organisation's vision, mission, values and customer-focused strategy</li> <li>Share with service partners the organisation's service</li> </ul>	<ul style="list-style-type: none"> <li>Establish value creating partnerships with service partners to achieve organisational service excellence</li> <li>Identify the value which the alliance would bring to each party</li> <li>Develop clarity and reasons for partnership</li> <li>Develop and maintain trust which may include:</li> </ul>	

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	<p>when interacting with customers</p> <ul style="list-style-type: none"> <li>• Demonstrate the qualities and characteristics of a service professional when delivering go-the-extra-mile service to exceed customer expectations</li> <li>• Create a positive customer experience by offering customised and personalised service</li> <li>• Know the customer's preferred choices based on the customer group he or she belongs to</li> <li>• Escalate feedback on areas of improvement to enhance the customer experience</li> </ul>		<p>escalated service challenges to reinforce customers' confidence in the organisation</p>	<p>standards and key performance indicators (KPIs) for service partners</p> <ul style="list-style-type: none"> <li>• Share industry knowledge and experience with service partners</li> <li>• Assess performance of service partnerships to identify areas of improvement</li> <li>• Implement continual improvements to strengthen relationships with service partners</li> <li>• Communicate reasons for continual improvements to service partners</li> <li>• Communicate continual improvements to team</li> <li>• Obtain feedback from service partner on improvements</li> <li>• Monitor service partners' performance after implementation of continual improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Create clear and robust partnership arrangements</li> <li>• Strengthen collaborations with service partners to enhance performance to achieve the organisation's service standards</li> <li>• Evaluate performance of service partners and their contributions to the organisation's service standards</li> </ul>	
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