

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

TSC Category	Customer Experience					
TSC	Service Information and Results					
TSC Description	Acquire and analyse data and information to enhance the organisation's service performance					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		RET-CEX-2011-1.1	RET-CEX-3011-1.1	RET-CEX-4011-1.1	RET-CEX-5011-1.1	
		Acquire information and developing networks relevant to an organisation's industry	Manage service quality and customer satisfaction in an organisation and monitor service performance levels	Analyse customer data to establish and improve the level of service quality and customer satisfaction in the organisation, which includes implementing improvement plans to close gaps	Assess the organisation's service quality and customer satisfaction levels to monitor and manage customer information for service excellence	
Knowledge		<ul style="list-style-type: none"> Types of information relevant to the industry in which the organisation operates in Industry or sector in which the organisation operates in Internal and external trends in the industry or sector Methods to analyse impact of internal and external trends on the industry in which the organisation operates in Types of networks relevant to the organisation's industry 	<ul style="list-style-type: none"> Importance of organisation's service standards Types of service performance gaps Methods to communicate the organisation's service performance to the team Platforms to motivate service team to uphold organisation service standards Methods to motivate team to achieve service excellence Methods to monitor effectiveness of actions taken 	<ul style="list-style-type: none"> Components of service quality and customer satisfaction framework Sources of service quality and customer satisfaction data Methods to analyse service quality and customer satisfaction data Methods for communicating findings and results to relevant stakeholders Methods to close service performance gaps 	<ul style="list-style-type: none"> Components of service quality and customer satisfaction framework Types of benchmarking criteria and key performance indicators to evaluate service quality and customer satisfaction Types of improvements in service quality and customer satisfaction Methods for communicating service quality and customer satisfaction performance to stakeholders 	
Abilities		<ul style="list-style-type: none"> Gather information relating to the industry in which the organisation operates Analyse impact of internal and external trends on the organisation Monitor internal and external trends relevant to the industry in which the organisation operates in 	<ul style="list-style-type: none"> Recognise the importance of organisation's service standards in attaining service excellence Assess gaps between actual service performance and organisation's service standards Communicate service performance levels to motivate team to achieve service excellence Monitor service performance levels for effectiveness of actions taken 	<ul style="list-style-type: none"> Analyse service quality and customer satisfaction results to determine the organisation's performance Communicate findings and results to relevant stakeholders Implement improvement plans to close service performance gaps 	<ul style="list-style-type: none"> Develop service quality and customer satisfaction framework Identify the strategic needs and priorities of the organization Select the type of performance required to be measured Select the metric or key performance indicator required to measure performance Set targets or benchmarks required to be achieved Establish data collection methods, frequency of 	

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

					<p>data collection and benchmarks to assess service quality and customer satisfaction</p> <ul style="list-style-type: none">• Evaluate service quality and customer satisfaction performance against benchmarking criteria and key performance indicators• Communicate service quality and customer satisfaction performance to stakeholders	
--	--	--	--	--	---	--