

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

TSC Category	Customer Experience					
TSC	Service Innovation Culture					
TSC Description	Establish service innovation strategies and develop operating systems, policies and processes to support service excellence and innovation					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				RET-CEX-4012-1.1	RET-CEX-5012-1.1	
				Promote a service innovation culture in the organisation and evaluate the success of implemented service innovation ideas	Champion a service innovation culture within the organisation by establishing a service innovation strategy to provide directions that initiate the development of operating systems, policies and processes to support service excellence and innovation	
Knowledge				<ul style="list-style-type: none"> • Methods to promote the service innovation culture • Organisational work practices and procedures that support service innovation • Characteristics of a leader • Methods to evaluate the success of implemented service innovation ideas 	<ul style="list-style-type: none"> • Components of a service innovation framework • Process of developing a service innovation framework • Methods to establish a service innovation culture • Methods to evaluate service innovation framework 	
Abilities				<ul style="list-style-type: none"> • Promote a service innovation culture within the organisation • Communicate importance and need for service innovation • Establish working conditions that encourage the application of service innovation • Promote the benefits of service innovation • Lead team in generating service innovation ideas • Facilitate the implementation of service innovation ideas at the workplace • Develop a business case for the service innovation ideas generated • Solicit senior 	<ul style="list-style-type: none"> • Develop service innovation framework • Establish a culture that promotes service innovation • Evaluate service innovation framework to analyse impact on organisation's key performance indicators 	

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				<p>management's endorsement on service innovation ideas generated</p> <ul style="list-style-type: none">• Guide staff in the development of implementation plans for service innovation ideas generated• Identify resources required for implementation of service innovation ideas• Pilot the service innovation ideas• Identify key performance indicators to measure success of service innovation ideas• Identify areas of improvement and key considerations for large scale implementation• Evaluate success of implemented service innovation ideas	
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