

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

TSC Category	Customer Experience					
TSC	Service Leadership					
TSC Description	Champion and role model the organisation's service vision, mission and values					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	RET-CEX-1014-1.1		RET-CEX-3014-1.1	RET-CEX-4014-1.1	RET-CEX-5014-1.1	
	Demonstrate the organisation's service vision, and recognise the role that one plays in contributing to the service vision		Role model the service vision of an organisation and encourage service excellence	Lead a team to deliver service excellence that is in line with the organisation's customer-focused strategies	Champion the organisation's service excellence ethos and foster a customer-centric service culture	
Knowledge	<ul style="list-style-type: none"> • Organisation's vision, mission and values • Methods to demonstrate service delivery in line with the organisation's vision, mission and values • Methods to monitor own performance 		<ul style="list-style-type: none"> • Characteristics of a role model • Organisation's vision, mission and values • Methods to demonstrate the organisation's vision, mission and values • Methods to encourage team to deliver service • Methods to promote a customer centric culture • Methods to monitor performance of self and team 	<ul style="list-style-type: none"> • Characteristics of a leader • Methods to operationalise the organisation's vision, mission and values within the team • Techniques to promote a customer centric environment • Methods to influence service team to achieve service excellence • Methods to analyse the performance of team 	<ul style="list-style-type: none"> • Organisation's vision, mission and values • Components of an organisation's customer-focused strategy that champions the service excellence ethos • Methods to advocate the service excellence ethos to internal stakeholders • Methods to evaluate effectiveness of customer-focused strategy • Types of market trends and opportunities 	
Abilities	<ul style="list-style-type: none"> • Recognise the role one plays in contributing to the organisation's vision, mission and values • Demonstrate service delivery in accordance with the organisation's vision, mission and values • Monitor own performance to ensure consistency with the organisation's vision, mission and values 		<ul style="list-style-type: none"> • Demonstrate the characteristics of a role model that reflect the organisation's vision, mission and values • Encourage team to deliver service • Promote a customer-centric culture within the service environment to achieve service excellence • Monitor performance of self and team to ensure consistency with the organisation's guidelines 	<ul style="list-style-type: none"> • Recognise the roles and responsibilities of a leader in operationalising the organisation's vision, mission and values • Promote a customer-centric environment to influence team to achieve service excellence • Analyse performance of team to identify follow-up actions for improvement 	<ul style="list-style-type: none"> • Design a customer-focused strategy • Advocate the service excellence ethos to obtain buy-in from internal stakeholders • Create a customer-centric culture in the organisation • Translate the service excellence ethos into tangible targets and behaviours • Reinforce positive behaviour by providing incentives and rewards for teams and individuals • Evaluate customer-focused strategy to determine corrective actions • Update the customer-focused strategy in line 	

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					with market trends and opportunities	
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