

**SKILLS FRAMEWORK FOR RETAIL  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Innovation					
<b>TSC</b>	Customer Experience Innovation					
<b>TSC Description</b>	Identify elements that form customer expectations and develop new methods to design, innovate and achieve desirable levels of customer experience					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b> <b>RET-INO-3001-1.1</b>	<b>Level 4</b> <b>RET-INO-4001-1.1</b>	<b>Level 5</b> <b>RET-INO-5001-1.1</b>	<b>Level 6</b>
			Build on customer experience as a competitive advantage	Develop insights and methods to enhance customer experience	Drive market entry strategies for potential customer experience opportunities	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>Factors that impact customer experience</li> <li>Methods to research products and/or services offered by competitors</li> <li>Features and benefits of products and/or services that enhance customer experience</li> <li>Organisation's target customers</li> <li>Complementary products and/or services that enhance customer experience</li> </ul>	<ul style="list-style-type: none"> <li>Components of customer journey map</li> <li>Methods to develop a customer journey map for the organisation</li> <li>Features and benefits of products and/or services that enhance customer experience</li> <li>Organisation's target customers</li> <li>Complementary products and/or services that enhance customer experience</li> </ul>	<ul style="list-style-type: none"> <li>Factors to be considered when developing the organisation's strategy for market entry opportunities</li> <li>Process to develop the organisation's service strategy in accordance with the identified market entry opportunity</li> <li>Criteria to evaluate service strategy to determine feasibility of implementation and its impact on organisation</li> <li>Process of identifying and managing risks associated with implementation of service strategy</li> </ul>	
<b>Abilities</b>			<ul style="list-style-type: none"> <li>Determine features of the organisation's products and/or services that may enhance customer experience</li> <li>Conduct research on competitors' products and/or services</li> <li>Analyse gaps in customer experience offered by the organisation and that of the competitors</li> <li>Identify ways in which customer experience may</li> </ul>	<ul style="list-style-type: none"> <li>Develop the organisation's customer journey map</li> <li>Analyse gaps in the customer journey map</li> <li>Evaluate proposed improvements to innovate the customer experience</li> <li>Plan the implementation of agreed recommendations enhance the customer experience</li> </ul>	<ul style="list-style-type: none"> <li>Develop a service strategy for market entry opportunities</li> <li>Evaluate service strategy to determine feasibility of implementation in identified market and its impact on the organisation</li> <li>Manage risks involved in implementing</li> </ul>	

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			<p>be enhanced to generate a competitive advantage for the organisation</p> <ul style="list-style-type: none"> <li>• Conduct cost-benefit analysis of proposed improvements that may enhance customer experience</li> </ul>			
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