

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

<b>TSC Category</b>	Customer Experience and Stakeholder Management					
<b>TSC</b>	Customer Experience Management					
<b>TSC Description</b>	Compile and analyse information gathered through various channels and manage communication across customer touch points to ensure a consistent and pleasant customer experience					
<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>STP-CEX-3002-1.1-1</b>	<b>STP-CEX-4002-1.1-1</b>	<b>STP-CEX-5002-1.1-1</b>	
			Build a customer service knowledge base and identify enhancement opportunities to apply to customer engagement	Design the organisation's customer service knowledge base to enable the management of overall customer experience and resolution of escalated customer conflicts	Drive the overall direction of customer experience according to the brand positioning, by reviewing proposed recommendations to enhance customer experience	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>Organisational service guidelines and standards</li> <li>Knowledge of the organisation's product and service offerings and teams in-charge</li> <li>Conflict resolution techniques</li> <li>The organisation's verbal and non-verbal communication guidelines</li> <li>Principles of effective communication</li> </ul>	<ul style="list-style-type: none"> <li>Components, purpose and benefits of a customer service knowledge base</li> <li>Methods to gather specifications on customer service knowledge base</li> <li>Methods to test the customer service knowledge base</li> <li>Methods for identifying service gaps in existing customer service guidelines</li> <li>Typical customer life cycles</li> <li>Types of information to be stored in a customer service knowledge base</li> <li>Verbal and non-verbal communication techniques</li> <li>Conflict resolution techniques</li> <li>Key Performance Indicators (KPIs) for</li> </ul>	<ul style="list-style-type: none"> <li>Components, purpose and benefits of a customer service knowledge base</li> <li>Evaluation criteria for customer experience recommendations</li> <li>Customer value proposition</li> <li>Impact of customer experience on strategic business goals</li> <li>Market benchmarks and best practices Key departments and functions and their role in the customer journey</li> </ul>	

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

				measuring customer experience		
<b>Abilities</b>			<ul style="list-style-type: none"> <li>• Develop rapport and establish trust with various customer segments through effective verbal and non-verbal communication</li> <li>• Uncover customer requirements and recognise potential business opportunities</li> <li>• Provide prompt service delivery tailored to customer's initial and subsequent needs through product referrals</li> <li>• Provide coaching in effective machine operation to customers</li> <li>• Apply best-fit conflict resolution techniques when handling objections and conflicts</li> <li>• Identify frequently asked questions asked by customers</li> <li>• Contributes ideas and responses to customers queries and requests</li> <li>• Analyse trends and patterns in the customer service knowledge base</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a business case for the customer service knowledge base</li> <li>• Oversee the testing and implementation of customer service knowledge base</li> <li>• Collect feedback on improvements to customer service knowledge base</li> <li>• Provide training and support to users of the customer service knowledge base</li> <li>• Define requirements for verbal and non-verbal communication guidelines</li> <li>• Resolve escalated conflicts and cases</li> <li>• Evaluate customer feedback to identify service gaps in existing customer service</li> <li>• Assess performance of the organisation against (KPIs)</li> <li>• Propose recommendations to improve customer experience throughout the customer life cycle</li> </ul>	<ul style="list-style-type: none"> <li>• Define the scope of the organisation's customer service knowledge base with relevant parties</li> <li>• Review and endorse the suitable methods and tools for the development of the customer service knowledge base</li> <li>• Evaluate and endorse proposed recommendations for mitigating gaps in current service standards</li> <li>• Forecast impact of recommendations on overall customer value proposition</li> <li>• Oversee the identification and prioritisation of data to be captured in the customer service knowledge base accordance with legal and/or legislative compliance, regulatory compliance and organisation's policies and procedures</li> <li>• Identify key parties within the organisation to be involved in the development of the customer service knowledge base</li> <li>• Evaluate recommendations to improve the customer experience based on results of monitoring and evaluation</li> </ul>	

SKILLS FRAMEWORK FOR SEA TRANSPORT  
 TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT

					<ul style="list-style-type: none"> <li>• Evaluate and respond to issues arising from compliance to legislation and/or regulations</li> <li>• Synthesise external market practices with existing customer demands to align with organisation's strategic goals</li> </ul>	
--	--	--	--	--	--	--