

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

<b>TSC Category</b>	Customer Experience and Stakeholder Management					
<b>TSC</b>	Service Excellence					
<b>TSC Description</b>	Create a positive customer experience to enhance the organisation's 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-CXP-2001-1.1</b>	<b>STP-CXP-3001-1.1</b>	<b>STP-CXP-4001-1.1</b>	<b>STP-CXP-5001-1.1</b>	
		Equip oneself with the mindset to go the extra mile in providing excellent service, which involves creating a positive customer experience and escalating areas of improvement that may enhance the customers' experience	Build customer confidence in the organisation and develop customer relationships that build customer loyalty, which involves the know-how of handling service opportunities and escalated service challenges	Deliver service excellence that is in line with the organisation's customer-focused strategies by promoting a customer-centric environment and analysing the team's performance to identify areas of improvement	Champion a service excellence ethos	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Types of customers</li> <li>Customer needs and expectations</li> <li>Qualities and characteristics of a service professional</li> <li>Importance of go-the-extra-mile for service to oneself and the organisation</li> <li>Methods to exceed customer expectations</li> <li>Principles of effective communication</li> <li>Non-verbal communication skills</li> <li>Methods to escalate areas of improvement to enhance customer experience</li> <li>Methods to project a professional image and persona</li> </ul>	<ul style="list-style-type: none"> <li>Methods to develop knowledge of organisation's product or service offerings</li> <li>Methods to establish customer rapport</li> <li>Types of post-sales follow-up</li> <li>Types of service opportunities and escalated service challenges</li> <li>Methods to respond to service opportunities and escalated service challenges</li> </ul>	<ul style="list-style-type: none"> <li>Methods to operationalise the organisation's vision, mission and values</li> <li>Techniques to promote a customer-centric environment</li> <li>Types of service design tools</li> <li>Methods to influence the team to achieve service excellence</li> <li>Methods to analyse performance of the team</li> </ul>	<ul style="list-style-type: none"> <li>Organisation's vision, mission and values</li> <li>Components of an organisation's customer-focused strategies that champion the service excellence ethos</li> <li>Methods to advocate the service excellence ethos to internal stakeholders</li> <li>Methods to evaluate effectiveness of customer-focused strategies</li> <li>Types of market trends and opportunities</li> </ul>	

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<p><b>Abilities</b></p>		<ul style="list-style-type: none"> <li>• Recognise the diverse range of customers and their needs and expectations</li> <li>• Recognise the impact of one's professional image and persona on the organisation</li> <li>• Project a professional image and persona</li> <li>• Demonstrate effective communication skills when interacting with customers</li> <li>• Demonstrate the qualities and characteristics of a service professional when delivering go-the-extra-mile service to exceed customer expectations</li> <li>• Create a positive customer experience by offering customised and personalised service</li> <li>• Know the customer's preferred choices based on the customer group he/she belongs to</li> <li>• Escalate feedback on areas of improvement to enhance the customer experience</li> </ul>	<ul style="list-style-type: none"> <li>• Develop knowledge of organisation's product or service offerings and customer profiles</li> <li>• Establish customer rapport to build customer confidence</li> <li>• Provide post-sales follow-up</li> <li>• Respond to service opportunities and escalated service challenges to reinforce customers' confidence in the organisation</li> </ul>	<ul style="list-style-type: none"> <li>• Align performance standards of the team to the organisation's vision, mission and values</li> <li>• Use service design tools to translate the organisation's vision, mission and values into the desired customer experience</li> <li>• Analyse performance of team to identify follow-up actions for improvement</li> </ul>	<ul style="list-style-type: none"> <li>• Design customer-focused strategies that are in line with the organisation's vision, mission and values</li> <li>• Advocate a service excellence ethos to obtain buy-in from internal stakeholders</li> <li>• Evaluate customer-focused strategies to determine corrective actions</li> <li>• Update the customer-focused strategies in line with market trends and opportunities</li> </ul>	
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