

<b>TSC Category</b>	Customer Experience					
<b>TSC</b>	Customer Experience Management					
<b>TSC Description</b>	Manage organisational service performance through service performance audits, service improvement plans and the establishment of a desired customer experience framework to enhance customer and/or guest experience					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b> <b>HAS-CEX-3035-1.1</b>	<b>Level 4</b> <b>HAS-CEX-4035-1.1</b>	<b>Level 5</b> <b>HAS-CEX-5035-1.1</b>	<b>Level 6</b>
			Measure service performance and implement improvements	Evaluate service performance standards and outcomes for improvements	Establish desired guest and/or customer experience frameworks	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>Guidelines for scheduling audits</li> <li>Job roles and tasks of service staff</li> <li>Methods of data collation</li> <li>Service performance standards and outcomes</li> <li>Methods of implementing service performance improvement solutions</li> <li>Principles of effective communication and interpersonal techniques</li> </ul>	<ul style="list-style-type: none"> <li>Methods of data collection and data analyses</li> <li>Organisational service performance standards</li> <li>Importance and methods of evaluating guests' and/or customers' satisfaction levels</li> <li>Approaches to conduct service performance analyses</li> <li>Organisational critical situation escalation procedures</li> <li>Guest and/or customer satisfaction index</li> <li>Parameters for identifying trends in guests' and/or customers' satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>Concept of guest and/or customer experience</li> <li>Service products, service environments and service delivery processes</li> <li>Market trends and developments in creating guests' and/or customers' experiences</li> <li>Principles of effective communication and interpersonal techniques</li> <li>Industry and organisational measurement criteria for guests' and/or customers' satisfaction levels</li> <li>Factors determining successful guest and/or customer experience design</li> <li>Types of evaluation tools used to assess guests' and/or customers' satisfaction</li> <li>Legal and ethical considerations relating to evaluation of guests' and/or customers' experiences</li> </ul>	

<p><b>Abilities</b></p>			<ul style="list-style-type: none"> <li>• Prepare service performance audits</li> <li>• Conduct service performance audits on site</li> <li>• Analyse service performance outcomes</li> <li>• Implement actions for service performance improvement</li> </ul>	<ul style="list-style-type: none"> <li>• Analyse service performance standards</li> <li>• Assess service performance outcomes</li> <li>• Propose actions to improve service performance standards</li> <li>• Monitor effectiveness of actions taken to improve service performance standards</li> </ul>	<ul style="list-style-type: none"> <li>• Formulate desired guest and/or customer experience framework based on guest and/or customer profiles</li> <li>• Design innovative service products, environment and delivery process to enhance guests' and/or customers' experiences</li> <li>• Facilitate implementation of enhanced guest and/or customer experience framework</li> <li>• Monitor effectiveness of enhanced guest and/or customer experience, based on guests' and/or customers' satisfaction</li> <li>• Evaluate enhanced guest and/or customer experience, based on guests' and/or customers' satisfaction</li> <li>• Review service products, environments and delivery processes to enhance guests' and/or customers' experiences</li> <li>• Take corrective measures to address irregularities in delivery of enhanced guests' and/or customers' experiences</li> </ul>	
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