

TSC Category	Customer Experience					
TSC	Customer Feedback and Relationship Management					
TSC Description	Manage guests' and/or customers' feedback and data to improve service delivery and to develop customer relationships programmes and initiatives to foster long-term relationships and drive sales growth					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	HAS-CEX-1036-1.1	HAS-CEX-2036-1.1	HAS-CEX-3036-1.1	HAS-CEX-4036-1.1	HAS-CEX-5036-1.1	
	Maintain updated records of guests' and/or customers' interactions	Maintain regular communication with guests and/or customers to monitor and track their requirements and satisfaction levels with existing records	Establish systems to monitor guests' and/or customers' activities and to obtain feedback for improvement analysis and implementation	Manage guest and/or customer relationships by identifying guests' and/or customers' expectations, and managing relationships programmes and initiatives	Initiate and drive guest and/or customer relationship strategies and programmes to enhance guest and/or customer loyalty and retention	
Knowledge	<ul style="list-style-type: none"> Importance of understanding guests' and/or customers' preferences and needs on products and/or services Methods used to communicate with guests and/or customers to identify their preferences and needs Importance of maintaining updated guest and/or customer data systems Processes to maintain record keeping systems 	<ul style="list-style-type: none"> Importance of understanding guest and/or customer preferences, needs and concerns on products and/or services Methods used to communicate with guests and/or customers to identify their preferences, needs and concerns Methods of monitoring guests' and/or customers' satisfaction levels Processes to maintain record keeping systems 	<ul style="list-style-type: none"> Methods to solicit feedback on products and/or services Relevant stakeholders' involvement in guests' and/or customers' feedback Importance of obtaining, monitoring and validating guests' and/or customers' feedback and activities Sources of guests' and/or customers' feedback and activities, and their historical data Legal and ethical issues when dealing with guests and/or customers Relationship between guests' and/or customers' activities and feedback Internal and external factors influencing guests' and/or customers' activities Possible solutions to address internal and external issues affecting guests' and/or customers' activities 	<ul style="list-style-type: none"> Importance of guests' and/or customers' satisfaction Factors driving guests' and/or customers' satisfaction Importance of building guests' and/or customers' relationships Categories of guests' and/or customers' characteristics Objectives of setting guest and/or customer service standards Methods of gathering feedback from guests and/or customers 	<ul style="list-style-type: none"> Guest and/or customer relationship management frameworks Guest and/or customer relationship and communication strategies for maintaining positive relations Organisational procedures for developing and maintaining positive relations with guests and/or customers Techniques for evaluating guest and/or customer relationship programmes 	

**SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<p>Abilities</p>	<ul style="list-style-type: none"> • Maintain accuracy of guest and/or customer interaction records in accordance with standard operating procedures (SOPs) and guidelines • Update records and documentation relating to guest and/or customer relationships • Research best techniques for data collection and record-keeping 	<ul style="list-style-type: none"> • Communicate with guests and/or customers to understand their preferences and needs and gather feedback • Adapt to the diverse and special needs of guests and/or customers • Monitor guests' and/or customers' satisfaction levels • Maintain records and documentation relating to guest and/or customer relationships 	<ul style="list-style-type: none"> • Identify methods for collecting feedback from customers • Implement and maintain systems to track guests' and/or customers' feedback and their activities • Collect and validate both qualitative and quantitative data on guests' and/or customers' activities • Collate data and identify trends in feedback and activities • Compare current trends with historical data • Identify unfavourable trends or abnormalities, in consultation with relevant internal stakeholders • Propose solutions for unfavourable trends or abnormalities, in consultation with relevant stakeholders • Consult stakeholders to determine implementation processes and procedures 	<ul style="list-style-type: none"> • Identify and assess guests' and/or customers' expectations to meet their needs • Set guest and/or customer service standards to ensure guests and/or customers receive a consistent experience • Manage guests' and/or customers' expectations to increase their satisfaction levels • Resolve issues in accordance with organisational procedures to ensure service recovery • Identify new programmes and initiatives to develop and maintain relationships with guests and/or customers 	<ul style="list-style-type: none"> • Review guest and/or customer relationship management practices • Develop customer relationship management strategies • Guide operational plan development to support achievement of guest and/or customer relationship management strategies • Set key performance indicators (KPIs) to evaluate guest and/or customer relationship management 	
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