

| | | | | | | |
|------------------------------------|--|----------------|----------------|--|--|----------------|
| TSC Category | Customer Experience | | | | | |
| TSC | Service Brand | | | | | |
| TSC Description | Develop strategies to enhance the organisation's service brand and value proposition | | | | | |
| TSC Proficiency Description | Level 1 | Level 2 | Level 3 | Level 4 | Level 5 | Level 6 |
| | | | | HAS-CEX-4007-1.1 | HAS-CEX-5007-1.1 | |
| | | | | Implement the organisation's service brand, which includes taking corrective action to ensure alignment with the organisation's service strategies | Communicate the importance and benefits of a service brand for the organisation and drive service branding initiative | |
| Knowledge | | | | <ul style="list-style-type: none"> • Organisation's service brand • Organisation's service brand guidelines • Methods to implement the organisation's service brand guidelines • Process to analyse impact of service brand guidelines | <ul style="list-style-type: none"> • Organisation's branding strategy • Impact of service branding initiatives on business • Importance and benefits of service branding • Methods to evaluate impact of service branding initiatives | |
| Abilities | | | | <ul style="list-style-type: none"> • Implement service brand guidelines • Analyse impact of service brand guidelines to ensure alignment with the organisation's service standards • Gather data related to service brand guidelines • Ascertain gaps by comparing data collected against organisation's service standards and service brand guidelines • Implement corrective actions to enhance the performance of service brand guidelines | <ul style="list-style-type: none"> • Develop an appreciation for the service brand as a competitive advantage for the organisation • Establish strategies to champion the adoption of the service brand • Evaluate the impact of service branding initiatives on the organisation | |