

<b>TSC Category</b>	Customer Experience					
<b>TSC</b>	Service Innovation					
<b>TSC Description</b>	Drive and implement a service innovation culture in organisations					
<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>HAS-CEX-1013-1.1</b>		<b>HAS-CEX-3013-1.1</b>	<b>HAS-CEX-4013-1.1</b>	<b>HAS-CEX-5013-1.1</b>	
	Understand the importance of service innovation and the methods and opportunities that are available for a service staff to generate ideas that contribute to service innovation		Implement service innovation ideas in the organisation	Develop and implement new products or services innovation to address customer needs and expectations	Design, innovate and translate the desired customer experience in line with the organisation's vision, mission and values	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Importance of service innovation</li> <li>Types of service innovation</li> <li>Methods to generate potential service innovation ideas</li> <li>Methods to evaluate potential service innovation ideas</li> <li>Types of mock-up of service innovation ideas</li> <li>Process of presenting mock-ups</li> <li>Types of stakeholder decisions and follow-up actions</li> </ul>		<ul style="list-style-type: none"> <li>Importance of service innovation</li> <li>Types of service innovation</li> <li>Resources required to implement service innovation ideas</li> <li>Methods to collect data on implemented service innovation ideas</li> </ul>	<ul style="list-style-type: none"> <li>Data to assess customer's needs and expectations</li> <li>Methods to innovate products or services</li> <li>Criteria for evaluation of developed product and/or service offering</li> </ul>	<ul style="list-style-type: none"> <li>Methods to collect customer intelligence</li> <li>Components of desired customer experience</li> <li>Components of a service operations plan</li> <li>Process of translating the desired customer experience into a service operations plan</li> <li>Methods to evaluate the impact of the desired customer experience</li> </ul>	
<b>Abilities</b>	<ul style="list-style-type: none"> <li>Recognise the importance of service innovation in the organisation</li> <li>Generate potential service innovation ideas to transform the customer experience</li> <li>Evaluate potential service innovation ideas according to organisational evaluation criteria</li> </ul>		<ul style="list-style-type: none"> <li>Involve team members when planning to implement service innovation ideas</li> <li>Acquire resources required for the implementation of service innovation ideas</li> <li>Collect and analyse information on the effectiveness of implemented service innovation ideas</li> </ul>	<ul style="list-style-type: none"> <li>Assess customer's needs and expectations to develop new products and/or services</li> <li>Innovate product or service offerings to respond to customer's needs and expectations</li> <li>Evaluate product and/or service developed to ensure that it is in line with customer's needs and expectations</li> </ul>	<ul style="list-style-type: none"> <li>Interpret customer intelligence to determine desired customer experience</li> <li>Innovate the desired customer experience in line with the organisation's vision, mission and values</li> <li>Translate the desired customer experience into a service operations plan</li> </ul>	

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

	<ul style="list-style-type: none"><li>• Present mock-up of service innovation ideas to stakeholders</li></ul>		<ul style="list-style-type: none"><li>• Review implemented ideas to make improvements</li></ul>		<ul style="list-style-type: none"><li>• Evaluate impact of desired customer experience</li></ul>	
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