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| TSC Category | Customer Experience | | | | | |
| TSC | Service Leadership | | | | | |
| TSC Description | Champion and role model the organisation's service vision, mission and values | | | | | |
| TSC Proficiency Description | Level 1 | Level 2 | Level 3 | Level 4 | Level 5 | Level 6 |
| | | | HAS-CEX-3014-1.1 | HAS-CEX-4014-1.1 | HAS-CEX-5014-1.1 | |
| | | | Role model the service vision of an organisation and encourage service excellence | Lead a team to deliver service excellence that is in line with the organisation's customer-focused strategies | Champion the organisation's service excellence ethos and foster a customer-centric service culture | |
| Knowledge | | | <ul style="list-style-type: none"> Characteristics of a role model Organisation's vision, mission and values Methods to demonstrate the organisation's vision, mission and values Methods to encourage team to deliver service Methods to promote a customer centric culture Methods to monitor performance of self and team | <ul style="list-style-type: none"> Characteristics of a leader Methods to operationalise the organisation's vision, mission and values within the team Techniques to promote a customer centric environment Methods to influence service team to achieve service excellence Methods to analyse the performance of team | <ul style="list-style-type: none"> Organisation's vision, mission and values Components of an organisation's customer-focused strategy that champions the service excellence ethos Methods to advocate the service excellence ethos to internal stakeholders Methods to evaluate effectiveness of customer-focused strategy Types of market trends and opportunities | |
| Abilities | | | <ul style="list-style-type: none"> Demonstrate the characteristics of a role model that reflect the organisation's vision, mission and values Encourage team to deliver service Promote a customer-centric culture within the service environment to achieve service excellence Monitor performance of self and team to ensure consistency with the organisation's guidelines | <ul style="list-style-type: none"> Recognise the roles and responsibilities of a leader in operationalising the organisation's vision, mission and values Promote a customer-centric environment to influence team to achieve service excellence Analyse performance of team to identify follow-up actions for improvement | <ul style="list-style-type: none"> Design a customer-focused strategy Advocate the service excellence ethos to obtain buy-in from internal stakeholders Create a customer-centric culture in the organisation Translate the service excellence ethos into tangible targets and behaviours Reinforce positive behaviour by providing incentives and rewards for teams and individuals | |

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| | | | | | <ul style="list-style-type: none">• Evaluate customer-focused strategy to determine corrective actions• Update the customer-focused strategy in line with market trends and opportunities | |
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