<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Customer Experience</th>
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<tbody>
<tr>
<td>TSC</td>
<td>Customer Loyalty</td>
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<tr>
<td>TSC Description</td>
<td>Develop and manage customer loyalty and retention programmes to foster long-term relationships with customers</td>
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<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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<tbody>
<tr>
<td>RET-CEX-2003-1.1</td>
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<tr>
<td>Respond to challenging service situations which involves the use of service recovery procedures and escalate unresolved service challenges</td>
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<td>Develop service recovery framework, cascade the service recovery procedures and evaluate the impact of the strategies</td>
<td>Enhance customer loyalty through development of customer loyalty strategies, evaluate the impact of the strategies and recommend changes to service operations plans</td>
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**Knowledge**

- Types of triggers in the service environment
- Types of service challenges
- Importance of responding to service challenges
- Principles of effective communication
- Service escalation channels
- Sources of information on service challenges
- Methods to analyse service challenges
- Components of a service recovery framework
- Methods to cascade service recovery policies and procedures to stakeholders
- Criteria to evaluate effectiveness of service recovery framework
- Strategies to improve customer loyalty
- Components of customer loyalty strategies
- Steps to design and implement customer loyalty strategies
- Criteria to evaluate impact of customer loyalty strategies
- Organisation’s policies, procedures and guidelines addressing customer loyalty

**Abilities**

- Recognise triggers in the service environment that may lead to potential service challenges
- Use service recovery procedures to respond to service challenges
- Escalate unresolved service challenges
- Analyse service challenges to ascertain service delivery gaps
- Develop service recovery framework to address service delivery gaps
- Cascade service recovery framework to stakeholders
- Evaluate the effectiveness of service recovery strategies
- Develop strategies to improve customer loyalty
- Evaluate impact of customer loyalty strategies
- Identify key profitability drivers
- Define customer loyalty analytics requirements
- Recommend changes to service operations plans affecting customer loyalty