<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Customer Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSC</td>
<td>Service Information and Results</td>
</tr>
<tr>
<td>TSC Description</td>
<td>Acquire and analyse data and information to enhance the organisation’s service performance</td>
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<table>
<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></td>
<td>RET-CEX-2011-1.1</td>
<td>RET-CEX-3011-1.1</td>
<td>RET-CEX-4011-1.1</td>
<td>RET-CEX-5011-1.1</td>
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<tr>
<td>Acquire information and developing networks relevant to an organisation’s industry</td>
<td>Manage service quality and customer satisfaction in an organisation and monitor service performance levels</td>
<td>Analyse customer data to establish and improve the level of service quality and customer satisfaction in the organisation, which includes implementing improvement plans to close gaps</td>
<td>Assess the organisation’s service quality and customer satisfaction levels to monitor and manage customer information for service excellence</td>
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### Knowledge
- Types of information relevant to the industry in which the organisation operates in
- Industry or sector in which the organisation operates in
- Internal and external trends in the industry or sector
- Methods to analyse impact of internal and external trends on the industry in which the organisation operates in
- Types of networks relevant to the organisation’s industry
- Importance of organisation’s service standards
- Types of service performance gaps
- Methods to communicate the organisation’s service performance to the team
- Platforms to motivate service team to uphold organisation service standards
- Methods to motivate team to achieve service excellence
- Methods to monitor effectiveness of actions taken
- Components of service quality and customer satisfaction framework
- Sources of service quality and customer satisfaction data
- Methods to analyse service quality and customer satisfaction data
- Methods for communicating findings and results to relevant stakeholders
- Methods to close service performance gaps
- Components of service quality and customer satisfaction framework
- Types of benchmarking criteria and key performance indicators to evaluate service quality and customer satisfaction
- Types of improvements in service quality and customer satisfaction
- Methods for communicating service quality and customer satisfaction performance to stakeholders

### Abilities
- Gather information relating to the industry in which the organisation operates
- Analyse impact of internal and external trends on the organisation
- Monitor internal and external trends relevant to the industry in which the organisation operates in
- Recognise the importance of organisation’s service standards in attaining service excellence
- Assess gaps between actual service performance and organisation’s service standards
- Communicate service performance levels to motivate team to achieve service excellence
- Monitor service performance levels for effectiveness of actions taken
- Analyse service quality and customer satisfaction results to determine the organisation’s performance
- Communicate findings and results to relevant stakeholders
- Implement improvement plans to close service performance gaps
- Develop service quality and customer satisfaction framework
- Identify the strategic needs and priorities of the organization
- Select the type of performance required to be measured
- Select the metric or key performance indicator required to measure performance
- Set targets or benchmarks required to be achieved
- Establish data collection methods, frequency of
| Data collection and benchmarks to assess service quality and customer satisfaction |
| Evaluation of service quality and customer satisfaction performance against benchmarking criteria and key performance indicators |
| Communication of service quality and customer satisfaction performance to stakeholders |