### SKILLS FRAMEWORK FOR THE RETAIL
**TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Customer Experience</th>
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</thead>
<tbody>
<tr>
<td>TSC</td>
<td>Service Planning and Implementation</td>
</tr>
<tr>
<td>TSC Description</td>
<td>Develop and implement strategies and plans for the service operations</td>
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</tbody>
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#### TSC Proficiency Description

<table>
<thead>
<tr>
<th>Level 1 RET-CEX-1016-1.1</th>
<th>Level 2 RET-CEX-3016-1.1</th>
<th>Level 3 RET-CEX-4016-1.1</th>
<th>Level 4 RET-CEX-5016-1.1</th>
<th>Level 5 RET-CEX-6016-1.1</th>
<th>Level 6 RET-CEX-7016-1.1</th>
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<tbody>
<tr>
<td>Deliver service excellence by utilising organisational service operations resources</td>
<td>Manage service operations in accordance to organisational guidelines to achieve service excellence</td>
<td>Develop service operations plans to deliver service excellence, evaluate service operations performance, and implement corrective actions for improvement</td>
<td>Plan and support the organisation’s service operations and develop performance indicators to measure performance and improve service operations efficiency</td>
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#### Knowledge

- Importance of one’s role in the service value chain
- Sources of information commonly sought by organisation’s customers
- Principles of effective team communication
- Organisation’s service standards
- Effective communication skills
- Types of service performance issues
- Organisation’s service escalation process
- Methods to monitor personal performance

- Types of resources required by the organisation for service operations
- Organisation’s guidelines to support service operations
- Methods to implement guidelines for service operations
- Types of performance issues related to service operations
- Process of resolving performance issues
- Sources of feedback on service operations
- Process of monitoring feedback on service operations

- Organisation’s customer-focused strategy
- Platforms to communicate the service operations plan
- Methods to evaluate performance of service operations
- Types of corrective actions to improve service operations performance

- Organisation’s service operations strategy
- Methods for developing the service operations strategy
- Process, infrastructure and resource requirements for service operations
- Methods to assess the organisation’s service capacity
- Methods to select key performance indicators to assess the performance of service operations
- Components of a business continuity plan

#### Abilities

- Recognise the role that one plays in the service value chain and organisation’s vision, mission and values
- Acquire information commonly sought by organisation’s customers
- Deliver service as part of a team according to the organisation’s service standards
- Escalate service performance issues that affect the organisation’s service standards
- Follow up with actions to

- Recognise resources required for service operations
- Recognise the resources required at different points of the service value chain
- Deploy resources according to service operations plan
- Recognise the role of support centres and/or contact centres in service delivery
- Monitor workload allocation among team
- Review resource

- Develop service operations plan that is in line with the organisation’s customer-focused strategy
- Communicate service operations plan to team
- Evaluate performance of service operations against organisation’s key performance indicators
- Implement corrective actions to improve service operations performance

- Develop service operations strategy
- Establish available resources
- Define future organisational requirements based on future business plans of the organisation
- Forecast customer demand patterns
- Formulate required support necessary for service delivery given the organisation’s future needs
- Map the service supply
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<th>Requirements to Cater to High Volume Customer Traffic Situations</th>
<th>Resolve Performance Issues Within One’s Limits of Authority That May Occur During Service Operations</th>
<th>Assess the Organisation’s Service Capacity to Minimise Service Disruptions</th>
<th>Develop Key Performance Indicators to Measure Service Operations Performance</th>
<th>Establish Business Continuity Plan for Ongoing Service Excellence</th>
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<td>• Develop key performance indicators to measure service operations performance</td>
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