## TSC Category
Customer Experience

## TSC
Service Challenges

## TSC Description
Develop a framework to manage and mitigate service challenges and feedback from customers

### TSC Proficiency Description

<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>
</tr>
</thead>
<tbody>
<tr>
<td>HAS-CEX-1008-1.1</td>
<td>Respond to challenging service situations according to service recovery procedures to respond to the challenges and escalate unresolved service challenges</td>
<td></td>
<td>Develop customer relationships that build customer loyalty and confidence in the organisation by handling service opportunities and escalated service challenges appropriately</td>
<td>Develop service recovery frameworks, cascade service recovery procedures and evaluate impact of the strategies</td>
<td>Enhance customer loyalty through developing customer loyalty strategies, evaluating the impact of the strategies and recommending 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
- Methods to develop knowledge of organisation’s product and/or service offering
- Methods to establish customer rapport
- Types of post-sales follow up
- Types of service opportunities and escalated service challenges
- Methods to respond to service opportunities and escalated service challenges
- 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 strategy
- Steps to design and implement customer loyalty strategy
- 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
- Develop knowledge of organisation’s product or service offerings and customer profile
- Establish customer rapport to build customer confidence
- Provide post-sales follow up
- Respond to service opportunities and escalated service challenges to reinforce
- 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 plan affecting customer loyalty

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| customers' confidence in the organisation |  |  |  |