## TSC Category
Customer Experience

## TSC
Service Leadership

## TSC Description
Champion and role model the organisation’s service vision, mission and values

### 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>Role model the service vision of an organisation and encourage service excellence</td>
<td>HAS-CEX-3014-1.1</td>
<td>Lead a team to deliver service excellence that is in line with the organisation’s customer-focused strategies</td>
<td>Champion the organisation’s service excellence ethos and foster a customer-centric service culture</td>
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### Knowledge
- 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
- 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
- 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
- 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
- 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
- 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
| | | | • Evaluate customer-focused strategy to determine corrective actions  
• Update the customer-focused strategy in line with market trends and opportunities |