### Customer Experience

#### TSC Category
Service Planning and Implementation

#### TSC Description
Develop and implement strategies and plans for the service operations

#### TSC Proficiency Description

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<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
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<td>Deliver service excellence by utilising organisational service operations resources</td>
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<td>Manage service operations in accordance to organisational guidelines to achieve service excellence</td>
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<td>Develop service operations plans to deliver service excellence, evaluate service operations performance, and implement corrective actions for improvement</td>
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<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
- 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
- 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
- Develop service operations strategy
- Establish available resources
- Define future organisational requirements based on future business plans of the organisation
- Forecast customer demand patterns
| SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES |
| TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT |

organisation’s service standards
- Escalate service performance issues that affect the organisation’s service standards
- Follow up with actions to resolve the service performance issue

- Recognise the role of support centres and/or contact centres in service delivery
- Monitor workload allocation among team
- Review resource requirements to cater to high volume customer traffic situations
- Implement service operations to achieve service excellence
- Resolve performance issues within one’s limits of authority that may occur during service operations
- Monitor feedback from customers and team on service operations

key performance indicators
- Implement corrective actions to improve service operations performance

- Formulate required support necessary for service delivery given the organisation’s future needs
- Map the service supply chain
- Assess the organisation’s service capacity to minimise service disruptions
- Develop key performance indicators to measure service operations performance
- Establish business continuity plan for ongoing service excellence