

Service Excellence Competency Framework

Competency Categories		Leadership	Planning & Process	People	Customer Experience	Information & Results	Service Innovation
Themes		Service Vision, Mission and Values Service Direction and Strategy Building a Culture of Service Excellence	Service Process and Systems Design and Improvement Deployment of Planned Service Initiatives and Resource Management	Staff Performance and Measurement Rewards and Recognition Diversity Management	Service Delivery Customer Loyalty Service Recovery Service Branding	Service Performance Management Benchmarking Customer Satisfaction Measurement	Customer Experience Service Innovation Culture
C-Suite (Level 6) Non-WSQ	Responsible for leading and driving whole-of-company service excellence	Enhance Your Customer Strategy Build a Service Excellence Culture	Translate Strategy into Service Operations	Optimise the Service Performance of Your Workforce	Win Customers for Life	Maximise Service and Business Performance	Transform Your Service Through Strategic Innovation
Service Champion (Level 5) WSQ Specialist Diploma in Service Leadership	Responsible for championing and driving company-wide service excellence	Service Leadership RET-CEX-5014-1.1	Service Planning and Implementation RET-CEX-5016-1.1	People and Relationship Management RET-CEX-5004-1.1	Service Challenges RET-CEX-5008-1.1	Service Information and Results RET-CEX-5011-1.1	Service Innovation Culture RET-CEX-5012-1.1
		Customer Experience Innovation RET-INO-5001-1.1			Service Brand RET-CEX-5007-1.1	Business Excellence RET-RAC-5002-1.1	Service Innovation RET-CEX-5013-1.1
					Service Partnerships RET-CEX-5015-1.1		
Service Leader (Level 4) WSQ Diploma in Service Leadership	Responsible for operationalising service excellence	Service Leadership RET-CEX-4014-1.1	Service Planning and Implementation RET-CEX-4016-1.1	People and Relationship Management RET-CEX-4004-1.1	Service Partnerships RET-CEX-4015-1.1	Service Information and Results RET-CEX-4011-1.1	Service Innovation Culture RET-CEX-4012-1.1
					Service Challenges RET-CEX-4008-1.1		Service Innovation RET-CEX-4013-1.1
					Service Brand RET-CEX-4007-1.1		
Service Coach (Level 3) WSQ Advanced Certificate in Service Excellence	Responsible for nurturing and supervising staff for service excellence	Service Leadership RET-CEX-3014-1.1	Service Planning and Implementation RET-CEX-3016-1.1	Service Coaching RET-CEX-3009-1.1	Service Excellence RET-CEX-3010-1.1	Service Information and Results RET-CEX-3011-1.1	
				People and Relationship Management RET-CEX-3004-1.1		Service Information and Results RET-CEX-1011-1.1	
Service Professional (Level 1) WSQ Certificate in Service Excellence	Responsible for engaging customers for service excellence	Service Leadership RET-CEX-1014-1.1	Service Planning and Implementation RET-CEX-1016-1.1	People and Relationship Management RET-CEX-1004-1.1	Service Excellence RET-CEX-1010-1.1		Service Innovation RET-CEX-1013-1.1
					Service Challenges RET-CEX-1008-1.1		
					Customer Experience Management RET-CEX-2002-1.1		
<div style="display: flex; gap: 10px;"> Core Units Elective Units </div>		<i>Electives may be Technical Skills and Competencies (TSCs) referencing any Skills Framework, taken from within the same level or from one level above or below each qualification level.</i>					

Version Control Record			
Version	Effective Date	Changes	Author
1	15-Feb-19	Initial version	SSG (SDD)

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With effect from 1 April 2019, the Service Excellence Competency Framework (SVCF) will be transited to the Skills Framework construct. The following Competency Map for SVCF will be replaced by the revised Competency Map above, which portrays the Technical Skills and Competencies (TSCs) that the SVCF standards will be transited to.

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Themes		Service Vision, Mission and Values Service Direction and Strategy Building a Culture of Service Excellence	Service Process and Systems Design and Improvement Deployment of Planned Service Initiatives and Resource Management	Staff Performance and Measurement Rewards and Recognition Diversity Management	Service Delivery Customer Loyalty Service Recovery Service Branding	Service Performance Management Benchmarking Customer Satisfaction Measurement	Customer Experience Service Innovation Culture
C-Suite (Level 6) Non-WSQ	Responsible for leading and driving whole-of-company service excellence	Enhance Your Customer Strategy Build a Service Excellence Culture	Translate Strategy into Service Operations	Optimise the Service Performance of Your Workforce	Win Customers for Life	Maximise Service and Business Performance	Transform Your Service Through Strategic Innovation
Service Champion (Level 5) WSQ Specialist Diploma in Service Leadership	Responsible or championing and driving company-wide service excellence	Champion a Service Excellence Ethos SVCF-LS-501C-1	Strategize Service Operations SVCF-PL-501C-1	Strategise Workforce for Service Excellence SVCF-PP-501C-1	Drive Customer Loyalty for Service Excellence SVCF-CS-501C-1	Drive Service Quality and Customer Satisfaction SVCF-IR-501C-1	Champion Service Innovation SVCF-SI-501C-1
		Drive Service Strategies for Market Entry Opportunities SVCF-LS-501E-1			Strategise Partnerships for Service Excellence SVCF-CS-502E-1	Evaluate Organisation for Business Excellence SVCF-IR-501E-1	Innovate the Customer Experience SVCF-SI-502C-1
Service Leader (Level 4) WSQ Diploma in Service Leadership	Responsible for operationalising service excellence	Lead with Service Vision SVCF-LS-401C-1	Develop Service Operations SVCF-PL-401C-1	Optimise Workforce for Service Excellence SVCF-PP-401C-1	Manage Partnerships for Service Excellence SVCF-CS-401C-1	Analyse Service Quality and Customer Satisfaction SVCF-IR-401C-1	Foster Service Innovation SVCF-SI-401C-1
					Develop Service Recovery Framework SVCF-CS-402C-1		Develop New Products / Services SVCF-SI-402C-1
					Manage the Service Brand SVCF-CS-401E-1		
Service Coach (Level 3) WSQ Advanced Certificate in Service Excellence	Responsible for nurturing and supervising staff for service excellence	Role Model the Service Vision SVCF-LS-301C-1	Manage Operations for Service Excellence SVCF-PL-301C-1	Coach for Service Performance SVCF-PP-301C-1	Establish Relationships for Customer Confidence SVCF-CS-301C-1	Manage Service Performance SVCF-IR-301C-1	
				Manage a Diverse Service Environment SVCF-PP-302C-1		Acquire Industry Knowledge SVCF-IR-301E-1	
Service Professional (Level 1) WSQ Certificate in Service Excellence	Responsible for engaging customers for service excellence	Demonstrate the Service Vision SVCF-LS-101C-1	Implement Operations for Service Excellence SVCF-PL-101C-1	Work in a Diverse Service Environment SVCF-PP-101C-1	Provide Go-the-Extra-Mile Service SVCF-CS-101C-1		Engage in Service Innovation Initiatives SVCF-SI-101C-1
					Project a Positive and Professional Image SVCF-CS-102C-1		
					Respond to Service Challenges SVCF-CS-103C-1		
					Contribute to Customer Service Over Various Platforms SVCF-CS-101E-1		