

FACTSHEET

Service Excellence Competency Framework (SVCF) Transition

About the Skills Framework

1 The Skills Framework is an integral component of the Industry Transformation Maps and it is co-created by employers, industry associations, unions, education and training institutions and government for the Singapore workforce. The Skills Framework provides key information on sector and employment, career pathways, occupations/job roles, as well as existing and emerging skills required for the occupations/job roles. It also provides a list of training programmes for skills upgrading and mastery.

2 The Skills Framework aims to create a common skills language for individuals, employers, and education and training providers. This further facilitates skills recognition and supports the design of training programmes for skills and career development. The Skills Framework is also developed to build deep skills for a lean workforce, enhance business competitiveness and support employment and employability.

Who is it for?

3 The target groups for Skills Framework are as follows:

- **Individuals** who wish to join or progress within the sector will be able to assess their career interest, identify relevant training programmes to upgrade their skills and prepare for their desired jobs;
- **Employers** will be able to recognise these skills and invest in training their employees for career development and skills upgrading;
- **Education and training providers** can gain insights on sector trends, existing and emerging skills that are in demand, and design programmes to address the sector needs accordingly; and
- **Government, unions and professional bodies** will be able to analyse skills gaps and design appropriate SkillsFuture initiatives to upgrade the manpower capability and professionalise the sector.

Key components of the Skills Framework

4 The Skills Framework contains information on employment, career pathways, occupations/job roles, skills and competencies and training programmes.

The key components include:

- Sector information – provide information on key statistics, trends and workforce profiles in the sector;
- Career pathways – depict the pathways for vertical and lateral progression for advancement and growth;
- Occupations and job roles – covers existing and emerging technical skills and competencies, and their respective descriptions; and
- Training programmes for skills upgrading and mastery – provides information on training programmes which will help aspiring individuals and in-service employees acquire skills required for various jobs.

Transition of Service Excellence Competency Framework (SVCF)

5 Moving forward, the Singapore Workforce Skills Qualifications (WSQ) Framework remains as a key Continuing Education and Training (CET) credential system to facilitate skills certification and recognition. It will make reference to the Skills and Competencies in the Skills Framework in the development of programmes and qualifications.

6 Each Competency Standard (CS) and Skills Standard (SS) within SVCF will be mapped to TSCs across various Skills Frameworks, at the corresponding levels. Please refer to [Annex A](#) for the full mapping details.

7 Existing SVCF qualification bundles and naming convention will be retained. [Table 1](#) illustrates the current qualification construct that will be retained moving forward.

Table 1: SVCF Qualification Bundles

Qualification	WSQ Level	No. of Modules (Existing)			No. of Modules (Post-Transition)		
		Core	Elective	Total	Core	Elective	Total
Certificate in Service Excellence	1	7	1	8	6	1	7
Advanced Certificate in Service Excellence	3	6	2-3	8-9	6	2	8
Diploma in Service Leadership	4	8	2-3	10-11	8	2	10
Specialist Diploma in Service Leadership	5	7	1-2	8-9	7	1	8

8 Table 2 illustrates a comparison of the qualification make-up for “Certificate in Service Excellence” under the WSQ construct and the SFw construct.

Table 2: Qualification Bundle for Certificate in Service Excellence

S/N	Existing WSQ Framework		Skills Framework	
1	Core	Provide Go-the-Extra-Mile Service*	TSC	Service Excellence (Level 1)*
2	Core	Project a Positive and Professional Image*	TSC	
3	Core	Respond to Service Challenges	TSC	Service Challenges (Level 1)
4	Core	Implement Operations for Service Excellence	TSC	Service Planning and Implementation (Level 1)
5	Core	Work in a Diverse Service Environment		People and Relationship Management (Level 1)
6	Core	Engage in Service Innovation Initiatives	TSC	Service Innovation (Level 1)
7	Core	Demonstrate the Service Vision	TSC	Service Leadership (Level 1)
8	Elective	Contribute to Customer Service over Various Platforms OR Any unit from any WSQ framework, from within the same level as the qualification or taken from 1 level above or below that level	TSC	Customer Experience Management (Level 2)** OR Any TSC from any SFw at the same level as the qualification or taken from 1 level above or below that level

* Merger of 2 CS to one TSC at Proficiency Level 1

**Level 1 elective is mapped to one TSC at Proficiency Level 2

9 Table 3 illustrates a comparison of the qualification make-up for “Advanced Certificate in Service Excellence” under the WSQ construct and the SFw construct.

Table 3: Qualification Bundle for Advanced Certificate in Service Excellence

S/N	Existing WSQ Framework		Skills Framework	
1	Core	Establish Relationships for Customer Confidence	TSC	Service Excellence (Level 3)
2	Core	Manage Service Performance	TSC	Service Information and Results (Level 3)

3	Core	Role Model the Service Vision	TSC	Service Leadership (Level 3)
4	Core	Manage Operations for Service Excellence	TSC	Service Planning and Implementation (Level 3)
5	Core	Coach for Service Performance	TSC	Service Coaching (Level 3)
6	Core	Manage a Diverse Service Environment	TSC	People and Relationship Management (Level 3)
7	Elective	Acquire Industry Knowledge OR <i>Any unit from any WSQ framework, from within the same level as the qualification or taken from 1 level above or below that level</i>	TSC	Service Information and Results (Level 1)^ OR <i>Any TSC from any SFw at the same level as the qualification or taken from 1 level above or below that level</i>
8	Elective	<i>Any unit from any WSQ framework, from within the same level as the qualification or taken from 1 level above or below that level</i>	TSC	<i>Any TSC from any SFw at the same level as the qualification or taken from 1 level above or below that level</i>

^Level 3 elective is mapped to TSC Proficiency Level 1

10 Table 4 illustrates a comparison of the qualification make-up for “*Diploma in Service Leadership*” under the WSQ construct and the SFw construct.

Table 4: Qualification Bundle for Diploma in Service Leadership

S/N	Existing WSQ Framework		Skills Framework	
1	Core	Manage Partnerships for Service Excellence	TSC	Service Partnerships (Level 4)
2	Core	Develop Service Recovery Framework	TSC	Service Challenges (Level 4)
3	Core	Analyse Service Quality and Customer Satisfaction	TSC	Service Information and Results (Level 4)
4	Core	Lead with Service Vision	TSC	Service Leadership (Level 4)
5	Core	Develop Service Operations	TSC	Service Planning and Implementation (Level 4)
6	Core	Optimise Workforce for Service Excellence	TSC	People and Relationship Management (Level 4)
7	Core	Foster Service Innovation	TSC	Service Innovation Culture (Level 4)

8	Core	Develop New Products / Services	TSC	Service Innovation (Level 4)
9	Elective	Manage the Service Brand OR <i>Any unit from any WSQ framework, from within the same level as the qualification or taken from 1 level above or below that level</i>	TSC	Service Brand (Level 4) OR <i>Any TSC from any SFw at the same level as the qualification or taken from 1 level above or below that level</i>
10	Elective	<i>Any unit from any WSQ framework, from within the same level as the qualification or taken from 1 level above or below that level</i>	TSC	<i>Any TSC from any SFw at the same level as the qualification or taken from 1 level above or below that level</i>

11 Table 5 illustrates a comparison of the qualification make-up for “*Specialist Diploma in Service Leadership*” under the WSQ construct and the SFw construct.

Table 5: Qualification Bundle for Specialist Diploma in Service Leadership

S/N	Existing WSQ Framework		Skills Framework	
1	Core	Drive Customer Loyalty for Service Excellence	TSC	Service Challenges (Level 5)
2	Core	Drive Service Quality and Customer Satisfaction	TSC	Service Information and Results (Level 5)
3	Core	Champion a Service Excellence Ethos	TSC	Service Leadership (Level 5)
4	Core	Strategise Service Operations	TSC	Service Planning and Implementation (Level 5)
5	Core	Strategise Workforce for Service Excellence	TSC	People and Relationship Management (Level 5)
6	Core	Champion Service Innovation	TSC	Service Innovation Culture (Level 5)
7	Core	Innovate the Customer Experience	TSC	Service Innovation (Level 5)
8	Elective	Drive Service Strategies for Market Entry Opportunities OR Drive Branding and Communication for Service Excellence OR	TSC	Customer Experience Innovation (Level 5) OR Service Brand (Level 5) OR Service Partnerships (Level 5) OR Business Excellence (Level 5) OR

		Strategise Partnerships for Service Excellence OR Evaluate Organisation for Business Excellence OR <i>Any unit from any WSQ framework, from within the same level as the qualification or taken from 1 level above or below that level</i>		<i>Any TSC from any SFw at the same level as the qualification or taken from 1 level above or below that level</i>
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12 The Certified Service Professional (CSP) Programme Version 2 will not be retained in the Skills Framework construct. Training providers will need to conclude all runs of the CSP programme by 30 September 2020.

Transition Matters

13 Training providers will have to undergo organisational accreditation (OA) during the period of 1 April 2019 to 30 June 2019, and course accreditation (CA) during the period of 1 May 2019 to 31 July 2019. Fee waivers will be granted for SVCF training providers.

14 Training providers should advise trainees who have commenced studies of qualification programmes accredited to CS/SS to complete the programmes within the 18-month transition period. Trainees will be awarded qualifications based on existing CS/SS codes.

15 Training providers are to complete the training activities for WSQ courses based on SVCF CS/SS and post-training administrative follow-up (eg. assessment results submission, etc) by 30 September 2020.

Annex A

Technical Skills and Competencies (TSC) Titles

WSQ CS/SS Code	Competency Unit	TSC Code	TSC Title	Level
SVCF-CS-101C-1	Provide Go-the-Extra-Mile Service*	RET-CEX-1010-1.1	Service Excellence*	Level 1
SVCF-CS-102C-1	Project a Positive and Professional Image*			
SVCF-CS-103C-1	Respond to Service Challenges	RET-CEX-1008-1.1	Service Challenges	Level 1
SVCF-CS-101E-1	Contribute to Customer Service over Various Platforms**	RET-CEX-2002-1.1	Customer Experience Management**	Level 2
SVCF-CS-301C-1	Establish Relationships for Customer Confidence	RET-CEX-3010-1.1	Service Excellence	Level 3
SVCF-CS-401C-1	Manage Partnerships for Service Excellence	RET-CEX-4015-1.1	Service Partnerships	Level 4
SVCF-CS-401E-1	Manage the Service Brand	RET-CEX-4007-1.1	Service Brand	Level 4
SVCF-CS-402C-1	Develop Service Recovery Framework	RET-CEX-4008-1.1	Service Challenges	Level 4
SVCF-CS-501C-1	Drive Customer Loyalty for Service Excellence	RET-CEX-5008-1.1	Service Challenges	Level 5
SVCF-CS-501E-1	Drive Branding and Communication for Service Excellence	RET-CEX-5007-1.1	Service Brand	Level 5
SVCF-CS-502E-1	Strategise Partnerships for Service Excellence	RET-CEX-5015-1.1	Service Partnerships	Level 5
SVCF-IR-301C-1	Manage Service Performance	RET-CEX-3011-1.1	Service Information and Results	Level 3
SVCF-IR-301E-1	Acquire Industry Knowledge^	RET-CEX-1011-1.1	Service Information and Results^	Level 1

WSQ CS/SS Code	Competency Unit	TSC Code	TSC Title	Level
SVCF-IR-401C-1	Analyse Service Quality and Customer Satisfaction	RET-CEX-4011-1.1	Service Information and Results	Level 4
SVCF-IR-501C-1	Drive Service Quality and Customer Satisfaction	RET-CEX-5011-1.1	Service Information and Results	Level 5
SVCF-IR-501E-1	Evaluate Organisation for Business Excellence	RET-RAC-5002-1.1	Business Excellence	Level 5
SVCF-LS-101C-1	Demonstrate the Service Vision	RET-CEX-1014-1.1	Service Leadership	Level 1
SVCF-LS-301C-1	Role Model the Service Vision	RET-CEX-3014-1.1	Service Leadership	Level 3
SVCF-LS-401C-1	Lead with Service Vision	RET-CEX-4014-1.1	Service Leadership	Level 4
SVCF-LS-501C-1	Champion a Service Excellence Ethos	RET-CEX-5014-1.1	Service Leadership	Level 5
SVCF-LS-501E-1	Drive Service Strategies for Market Entry Opportunities	RET-INO-5001-1.1	Customer Experience Innovation	Level 5
SVCF-PL-101C-1	Implement Operations for Service Excellence	RET-CEX-1016-1.1	Service Planning and Implementation	Level 1
SVCF-PL-301C-1	Manage Operations for Service Excellence	RET-CEX-3016-1.1	Service Planning and Implementation	Level 3
SVCF-PL-401C-1	Develop Service Operations	RET-CEX-4016-1.1	Service Planning and Implementation	Level 4
SVCF-PL-501C-1	Strategise Service Operations	RET-CEX-5016-1.1	Service Planning and Implementation	Level 5
SVCF-PP-101C-1	Work in a Diverse Service Environment	RET-CEX-1004-1.1	People and Relationship Management	Level 1
SVCF-PP-301C-1	Coach for Service Performance	RET-CEX-3009-1.1	Service Coaching	Level 3
SVCF-PP-302C-1	Manage a Diverse Service Environment	RET-CEX-3004-1.1	People and Relationship Management	Level 3

WSQ CS/SS Code	Competency Unit	TSC Code	TSC Title	Level
SVCF-PP-401C-1	Optimise Workforce for Service Excellence	RET-CEX-4004-1.1	People and Relationship Management	Level 4
SVCF-PP-501C-1	Strategise Workforce for Service Excellence	RET-CEX-5004-1.1	People and Relationship Management	Level 5
SVCF-SI-101C-1	Engage in Service Innovation Initiatives	RET-CEX-1013-1.1	Service Innovation	Level 1
SVCF-SI-401C-1	Foster Service Innovation	RET-CEX-4012-1.1	Service Innovation Culture	Level 4
SVCF-SI-402C-1	Develop New Products / Services	RET-CEX-4013-1.1	Service Innovation	Level 4
SVCF-SI-501C-1	Champion Service Innovation	RET-CEX-5012-1.1	Service Innovation Culture	Level 5
SVCF-SI-502C-1	Innovate the Customer Experience	RET-CEX-5013-1.1	Service Innovation	Level 5

* *“Provide Go-the-Extra-Mile Service”* and *“Project a Positive and Professional Image”* are merged and mapped to TSC *Service Excellence* (Level 1).

** *“Contribute to Customer Service over Various Platforms”*, a Level 1 elective within SVCF, is mapped to TSC *Customer Experience Management* (Level 2).

^ *“Acquire Industry Knowledge”*, a Level 3 elective within SVCF, is mapped to TSC *Service Information and Results* (Level 1).

Version Control Record

Version	Effective Date	Changes	Author
1	15 Feb 2019	Initial version	SSG (SDD)