

A ROADMAP TO SERVICE EXCELLENCE



The Service Excellence Competency Framework is designed to help companies create and define their desired service experiences through building organisational capabilities for innovation and productivity. It also aims to professionalise service careers through an embedded Workforce Skills Qualifications (WSQ) pathway for progression.



Role of Service Champion
Responsible or championing and driving company-wide service excellence

Eligible for WSQ Specialist Diploma in Service Leadership



Role of Service Leader
Responsible for operationalising service excellence

Eligible for WSQ Diploma in Service Leadership



Role of Service Coach
Responsible for nurturing and supervising staff for service excellence

Eligible for WSQ Advanced Certificate in Service Excellence



Role of Service Professional
Responsible for engaging customers for service excellence

Eligible for WSQ Certificate in Service Excellence