



SERVICE EXCELLENCE (SV)

A Singapore Workforce Skills Qualifications Programme

These courses under the Service Excellence Competency Framework (SV CF) provides a whole-of-company capability development roadmap for organisations, so companies can create and define their desired service experience. These courses also aim to professionalise service careers for individuals through a Workforce Skills Qualifications (WSQ) pathway.

WSQ LEVEL 1

CERTIFIED SERVICE PROFESSIONAL (CSP)

LEARNING OUTCOMES

- Explain the importance of go-the-extra-mile service (GEMS)
- Present yourself professionally
- Apply the 5A* GEMS approach when attending to customers
- Apply the 5A* GEMS approach to manage service challenges
- How to stay positive as a service professional
- Keep improving yourself as a service professional

VERSION 2 TRACK 1
(Inclusive of e-learning)
Duration: 3.5 days

VERSION 2 TRACK 2
Duration: 4 days

DEMONSTRATE THE SERVICE VISION

Duration: 1 day

LEARNING OUTCOMES

- Recognise the role you play in contributing to your organisation's vision, mission and values
- Demonstrate service delivery in accordance with your organisation's vision, mission and values
- Monitor your own performance to ensure consistency with your organisation's vision, mission and values

ENGAGE IN SERVICE INNOVATION INITIATIVES

Duration: 2 days

LEARNING OUTCOMES

- Recognise the importance of service innovation in the organisation
- Generate potential service innovation ideas to transform the customer experience
- Evaluate potential service innovation ideas according to your organisation's criteria
- Present service innovation ideas to stakeholders

WSQ LEVEL 1

IMPLEMENT OPERATIONS FOR SERVICE EXCELLENCE

Duration: 1.5 days

LEARNING OUTCOMES

- Recognise the role one plays in the service value chain
- Acquire information commonly sought by the organisation's customers
- Deliver service as part of a team according to the organisation's service standards
- Escalate service performance issues that affect the organisation's service standards

PROJECT A POSITIVE AND PROFESSIONAL IMAGE

Duration: 1 day

LEARNING OUTCOMES

- Recognise the impact of one's professional image and persona on the organisation
- Project a professional image and persona in accordance with organisational guidelines
- Demonstrate effective communication skills when interacting with customers at the workplace

PROVIDE GO THE EXTRA MILE SERVICE

Duration: 2 days

LEARNING OUTCOMES

- Recognise the diverse range of customers and their needs and expectations
- Demonstrate the qualities and characteristics of a service professional when delivering go-the-extra-mile service to exceed customer expectations
- Create a positive customer experience by offering customised and personalised service in accordance with organisation guidelines
- Escalate feedback on areas of improvement to enhance the customer experience

RESPOND TO SERVICE CHALLENGES

Duration: 2 days

LEARNING OUTCOMES

- Recognise triggers in the service environment that may lead to potential service challenges
- Use service recovery procedures to respond to service challenges in accordance with organisation guidelines
- Escalate unresolved service challenges in accordance with the organisation's guidelines

WORK IN A DIVERSE SERVICE ENVIRONMENT

Duration: 1.5 days

LEARNING OUTCOMES

- Recognise the importance of inclusiveness when working in a diverse service environment
- Apply emotional intelligence when interacting with your team members and customers in a diverse service environment
- Demonstrate resilience when faced with challenges in a diverse service environment
- Monitor your own actions in handling diversity in a diverse service environment

WSQ CERTIFICATE IN SERVICE EXCELLENCE

Duration: 12 days

CORE UNITS (12-CREDIT VALUE)

- Demonstrate the Service Vision
- Implement Operations for Service Excellence
- Work in a Diverse Service Environment
- **Provide Go The Extra Mile Service***
- **Project a Positive and Professional Image***
- **Respond to Service Challenges***
- Engage in Service Innovation Initiatives

ELECTIVE (1-CREDIT VALUE)

- Individuals can take electives from Level 3 modules of the Service Excellence Competency Framework or electives from other WSQ frameworks

* These can be replaced by the CSP, which is a combination of the three units: 'Provide Go-the-Extra-Mile for Service', 'Project a Positive and Professional Image' and 'Respond to Service Challenges'. It can be completed in 32 hours.

WSQ LEVEL 3

COACH FOR SERVICE PERFORMANCE

Duration: 1.5 days

LEARNING OUTCOMES

- Recognise the role of a coach in coaching for service performance
- Practise innovative and enterprising behaviours
- Prepare coaching plan for individuals to address service performance issues
- Demonstrate the use of coaching techniques to address service performance issues
- Monitor progress of individual for improvements in service performance

ESTABLISH RELATIONSHIPS FOR CUSTOMER CONFIDENCE

Duration: 1.5 days

LEARNING OUTCOMES

- Develop knowledge of your organisation's product or service offerings and customer profile
- Establish customer rapport to build customer confidence in accordance with your organisation's guidelines
- Provide post-sales follow up in accordance with your organisation's guidelines
- Respond to service opportunities and escalate service challenges to reinforce customers' confidence in your organisation

MANAGE A DIVERSE SERVICE ENVIRONMENT

Duration: 1.5 days

LEARNING OUTCOMES

- Become aware of diversity markers when managing a diverse service environment
- Introduce strategies to promote an inclusive work environment
- Implement strategies to build team cohesion
- Identify diversity challenges and opportunities
- Apply methods to manage diversity challenges and opportunities in the service environment

MANAGE OPERATIONS FOR SERVICE EXCELLENCE

Duration: 2 days

LEARNING OUTCOMES

- Recognise resources required for service operations in accordance to the organisation's service operations plan
- Implement service operations to achieve service excellence in accordance to organisation's service operations plan
- Resolve performance issues within one's limits of authority that may occur during service operations
- Monitor feedback from customers and team on service operations

MANAGE SERVICE PERFORMANCE

Duration: 2 days

LEARNING OUTCOMES

- Recognise the importance of organisation's service standards in attaining service excellence
- Assess gaps between actual service performance and organisation's service standards
- Communicate service performance levels to motivate team to achieve service excellence
- Monitor service performance levels for effectiveness of actions taken

ROLE MODEL THE SERVICE VISION

Duration: 1.5 days

LEARNING OUTCOMES

- Apply the characteristics of a role model
- Understand your organisation's vision, mission and values
- Apply methods to demonstrate your organisation's vision, mission and values
- Apply methods to encourage your team to deliver service
- Apply methods to promote a customer-centric culture
- Apply methods to monitor performance

WSQ LEVEL 4

(Blended-learning pathway is available for this level)

ANALYSE SERVICE QUALITY AND CUSTOMER SATISFACTION

Duration: 2 days

LEARNING OUTCOMES

- Analyse service quality and customer satisfaction results to determine the organisation's performance
- Communicate findings and results to relevant stakeholders
- Implement improvement plans to close service performance gaps

DEVELOP NEW PRODUCTS / SERVICES

Duration: 1.5 days

LEARNING OUTCOMES

- Use data and resources to assess customer needs and expectations
- Innovate products or services
- Establish the criteria for evaluation of developed product/service offerings

DEVELOP SERVICE OPERATIONS

Duration: 2 days

LEARNING OUTCOMES

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

DEVELOP SERVICE RECOVERY FRAMEWORK

Duration: 1.5 days

LEARNING OUTCOMES

- Analyse service challenges to ascertain service delivery gaps
- Develop service recovery framework to address service delivery gaps
- Cascade service recovery framework to stakeholders
- Evaluate the effectiveness of service recovery strategies

FOSTER SERVICE INNOVATION

Duration: 1.5 days

LEARNING OUTCOMES

- Promote a service innovation culture within the organisation
- Lead your team in generating service innovation ideas which are in line with your organisation's evaluation criteria
- Facilitate the implementation of service innovation ideas at the workplace
- Evaluate success of implementing service innovation ideas

LEAD WITH SERVICE VISION

Duration: 1.5 days

LEARNING OUTCOMES

- Recognise the roles and responsibilities of a leader in applying an organisation's vision, mission and values into operation
- Promote a customer-centric environment to influence your team to achieve service excellence
- Analyse performance of a team to identify follow-up actions for improvement

MANAGE PARTNERSHIPS FOR SERVICE EXCELLENCE

Duration: 1.5 days

LEARNING OUTCOMES

- Establish and maintain relationships with service partners to enhance service excellence
- Assess performance of service partnerships to identify areas of improvement
- Implement continual improvements to strengthen relationships with service partners

OPTIMISE WORKFORCE FOR SERVICE EXCELLENCE

Duration: 2 days

LEARNING OUTCOMES

- Develop manpower resource plan in line with organisation's vision, mission, values and service operations plan
- Evaluate performance of team in line with service operations plan
- Optimise manpower resources for service excellence
- Communicate manpower plans and changes to service team

WSQ LEVEL 5

STRATEGISE SERVICE OPERATIONS

Duration: 2 days

LEARNING OUTCOMES

- Develop service operations strategy in accordance with the organisation's customer-focused strategy
- Assess the organisation's service capacity to minimise service disruptions
- Develop key performance indicators (KPI) to measure service operations performance
- Establish business continuity plan for ongoing service excellence

STRATEGISE WORKFORCE FOR SERVICE EXCELLENCE

Duration: 2 days

LEARNING OUTCOMES

- Create talent management strategy which is aligned with the organisation's vision, mission and values
- Formalise rewards and recognition strategies to reward staff in areas of service excellence
- Establish strategies to enhance productivity of service workforce
- Review talent management strategy to meet the diverse and changing needs of the organisation
- Communicate to staff the organisation's KPIs and importance of their contribution to the vision, mission and values
- Enhance own knowledge in reward and recognition strategies by engaging in best practice sharing forums

CHAMPION SERVICE INNOVATION

Duration: 2 days

LEARNING OUTCOMES

- Develop a service innovation framework that is in line with the organisation's vision, mission and values
- Conduct innovation audit to gather data on newly proposed or implemented service plans against established benchmarks
- Evaluate service innovation framework to analyse impact on organisation's KPI
- Identify and validate service innovation processes and procedures
- Solicit feedback from customers on implemented service innovation ideas
- Establish a culture that promotes service innovation
- Review and share about service innovation practices within and across industries

DRIVE SERVICE QUALITY AND CUSTOMER SATISFACTION

Duration: 2 days

LEARNING OUTCOMES

- Develop service quality and customer satisfaction framework in accordance with organisation's business strategy
- Identify strategic needs and priorities of the organisation to develop the organisation's KPI in service quality and customer satisfaction
- Recommend improvements to address service performance gaps
- Communicate service quality and customer satisfaction performance to stakeholders.
- Keep abreast of competitor's service quality and customer satisfaction through industry platforms and forums and by subscribing to data reports
- Share service performance gaps to enhance team's learning and to bridge service performance gaps

DRIVE CUSTOMER LOYALTY FOR SERVICE EXCELLENCE

Duration: 1 day

LEARNING OUTCOMES

- Develop strategies to improve customer loyalty
- Evaluate impact of customer loyalty strategies to ascertain its effectiveness
- Refine workflow processes and standard
- Review operating procedures for service delivery to enhance organisation's effectiveness
- Keep abreast of best practices in customer loyalty strategies through industry platforms

WSQ LEVEL 5

CHAMPION A SERVICE EXCELLENCE ETHOS

Duration: 2 days

LEARNING OUTCOMES

- Design a customer-focused strategy that is in line with the organisation's vision, mission and values
- Advocate the service excellence ethos to obtain buy-in from internal stakeholders
- Evaluate customer-focused strategy to determine corrective actions
- Update the customer-focused strategy in line with market trends and opportunities

INNOVATE THE CUSTOMER EXPERIENCE

Duration: 2 days

LEARNING OUTCOMES

- Interpret customer intelligence to determine desired customer experience
- Define operational objectives, service levels and service standards based on the desired customer experience
- Formulate support necessary for service delivery to meet the desired customer experience
- Evaluate impact of desired customer experience
- Innovate the desired customer experience by identifying changes required in processes and policies, in line with the organisation's vision, mission and value
- Adhere to code of ethics and relevant regulatory requirements when collecting customer intelligence data
- Stay abreast of customer intelligence by subscribing to customer attitudinal reports to ascertain customer's perceptions of the organisation



For more information, please contact us at 6309 5738 or email at enquiry.sg@kaplan.com.



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