

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – CUSTOMER SUCCESS MANAGER		
Sector	Infocomm Technology	
Track	Sales and Marketing	
Sub-track	Customer Success	
Occupation	ICT Sales Professional	
Job Role	Customer Success Manager	
Job Role Description	<p>The Customer Success Manager is responsible for driving client satisfaction, increasing retention and lifetime value for the business. He/She ensures the clients derive optimal value from the use of products and services. He develops programmes to onboard the clients and manages the entire onboarding process, determining key milestones with clients and celebrating achievement of milestones. He engages the clients to gain insights on usage and satisfaction with the organisation's products and services, formulates plans to address challenges for the clients, and helps the clients derive greater value. He analyses client data to enhance the client experience and satisfaction, and at the same time identifies opportunities for up-selling and cross-selling.</p> <p>He works in a fast-paced and dynamic environment, and visits clients' premises as and when required. He is familiar with client relationship management and sales tools, as well as customer service frameworks and practices. He is knowledgeable of best practices pertaining to the use of the organisation's products and services, and the clients' industry and business needs.</p> <p>The Customer Success Manager possesses strong analytical and problem solving skills. He is able to build and sustain relationships with clients, and is seen as a trusted advisor. He is a creative thinker, patient and client-oriented.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Implement customer success strategy	Design initiatives and programs to drive client satisfaction, retention and lifetime value
		Develop service level agreements with various functions to facilitate implementation, feedback and collaboration
		Analyse operating landscape, technology developments, and client feedback to derive insights
		Determine key performance indicators and goals to measure progress and achievement of client success
	Onboard new customers	Manage the client onboarding process and provide recommendations to improve the process
		Determine objectives and success measures of the onboarding process with clients
		Design and manage delivery of client onboarding programmes
		Engage clients throughout the onboarding process to identify and address concerns, provide support, obtain feedback and understand client needs
		Evaluate success of the client onboarding process and celebrate wins
	Optimise derivable value of products and services for customers	Conduct reviews on usage of and satisfaction with products and services to determine opportunities for optimising value for the client
		Formulate solutions to address challenges, under-utilisation, and improve utilisation of solutions to deliver greater value to clients
		Create client success case studies and educational resources for internal teams and clients
		Conduct sharing sessions with clients on industry best practices
		Analyse client data to improve client experience, engagement and satisfaction with the organisation's products and services
		Engage clients to understand their business challenges and variables that may impact future growth and performance
		Direct technical issues of products and services to relevant technical teams for resolution
	Increase customer lifetime value	Identify opportunities for upselling and cross-selling of products and services based on analysis of the client's business strategy, needs and maturity of technology

			Provide inputs to conceptualise new products and services and increase the value of existing products and services	
			Provide inputs to the sales team on securing renewal of contracts and additions to existing contracts	
			Manage the renewal sales cycle and pipeline	
<div>Skills and Competencies</div>	Technical Skills and Competencies		Generic Skills and Competencies	
	Account Management	Level 3	Service Orientation	Advanced
	Budgeting	Level 3	Communication	Intermediate
	Business Needs Analysis	Level 3	Interpersonal Skills	Intermediate
	Business Performance Management	Level 3	Problem Solving	Intermediate
	Customer Experience Management	Level 2, Level 3	Sense Making	Intermediate
	Networking	Level 4		
	Product Management	Level 3		
	Problem Management	Level 3		
	Project Management	Level 4		
	Stakeholder Management	Level 4		
	Strategy Implementation	Level 3		
	Programme Listing	For a list of Training Programmes available for the ICT sector, please visit: www.skillsfuture.sg/skills-framework/ict		

The information contained in this document serves as a guide.