

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – CUSTOMER SUCCESS DIRECTOR		
<b>Sector</b>	Infocomm Technology	
<b>Track</b>	Sales and Marketing	
<b>Sub-track</b>	Customer Success	
<b>Occupation</b>	ICT Sales Professional	
<b>Job Role</b>	<b>Customer Success Director</b>	
<b>Job Role Description</b>	<p>The Customer Success Director is responsible for establishing strategies to drive customer satisfaction to increase retention and lifetime value for the organisation. He/She defines critical success factors for the team and provides advice on the development of client onboarding, engagement initiatives and programs to ensure successful adoption of solutions and realisation of optimal value for the client. He oversees the development of educational resources and case studies, as well as recommendations and action plans to address challenges faced by the client. He leverages relationships with clients to drive opportunities for new business developments and 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 client's industry and business needs.</p> <p>The Customer Success Director is highly analytical and forward thinking. He keeps abreast of market development and trends including technology disruptions, legislative and regulatory changes. He possesses strong interpersonal and leadership capabilities to influence key stakeholders and develop team members.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	<b>Establish customer success strategy</b>	Establish strategies to drive client satisfaction, retention and lifetime value for the organisation
		Guide the formulation of policies and procedures to foster collaboration with different functions along with sales and product development cycle
		Oversee client profiling and segmentation
		Synthesise insights from analyses of the operating landscape, technology developments, and client feedback to inform strategy development
		Define critical success factors to measure and assess client success
	<b>Onboard new customers</b>	Lead the development and enhancement of client onboarding processes based on industry best practices
		Advise on the design of onboarding programs and client experience based on client profiles
		Formulate frameworks to measure the effectiveness and success of client onboarding
	<b>Optimise derivable value of products and services for customers</b>	Synthesise insights on user behaviour, challenges and client business outcomes to identify driving factors impacting the successful adoption of products and services
		Advise on the formulation of recommendations and action plans for clients to obtain greater value from products, services and their relationship with the organisation
		Determine purpose of case studies and its key message to guide narrative, framing and creation of case study content
		Define key themes for the development of educational resources based on emerging trends and developments impacting clients
		Foster collaboration with internal teams to address gaps and improve client satisfaction
		Design engagement approaches to derive insights on clients' business challenges and variables that may impact future growth and performance
	<b>Increase customer lifetime value</b>	Leverage relationships with business decision makers and influencers to identify new business opportunities
		Partner with sales and marketing teams to develop materials and campaigns for up-selling and cross-selling
		Lead the development of approaches and plans to increase opportunities for up-selling and cross-selling

	Manage people and organisation	Manage the budget expenditure and allocation across teams and projects		
		Monitor and track the team’s achievements and key performance indicators		
		Propose new operational plans, including targeted budgets, work allocations and staff forecasts		
		Acquire, allocate and optimise the use of resources		
		Develop learning roadmaps to support the professional development of the team		
		Manage the performance and development process, including providing coaching and development opportunities to maximise the potential of each individual		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies	
	Account Management	Level 4	Leadership	Advanced
	Budgeting	Level 4	Service Orientation	Advanced
	Business Needs Analysis	Level 4	Problem Solving	Advanced
	Business Performance Management	Level 4	Resource Management	Advanced
	Customer Experience Management	Level 4	Teamwork	Advanced
	Learning and Development	Level 4		
	Manpower Planning	Level 4		
	Networking	Level 4		
	People and Performance Management	Level 4		
	Problem Management	Level 4		
	Product Management	Level 4		
	Project Management	Level 5		
	Stakeholder Management	Level 5		
	Strategy Implementation	Level 4		
Strategy Planning	Level 4			
Programme Listing	For a list of Training Programmes available for the ICT sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/ict">www.skillsfuture.sg/skills-framework/ict</a>			

The information contained in this document serves as a guide.