

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT

TSC Category	Sales and Marketing					
TSC Title	Customer Experience Management					
TSC Description	Develop and implement a cohesive end-to-end customer journey and experience to engage a population of customers with changing profiles, demands and buying patterns					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		ICT-SNM-2005-1.1	ICT-SNM-3005-1.1	ICT-SNM-4005-1.1	ICT-SNM-5005-1.1	
		Recognise customer profiles and preferences, and execute the customer engagement strategy, creating a positive customer experience through day to day interactions	Analyse implications of customer profiles, requirements and buying patterns on organisation's marketing strategy, and propose customer engagement initiatives	Direct the operating rhythm for customer management processes and establish key touchpoints and interactive experiences that engage customers	Establish a cohesive customer journey in line with evolving customer demands, and integrate the customer experience with the organisation's strategy and brand	
Knowledge		<ul style="list-style-type: none"> Sources of customer data Types and segments of customers Key facts and profile of target customers Customer research techniques Importance of understanding customers preferences and needs Platforms and techniques to communicate and interact with customers Process of tracking customer engagement and satisfaction Tools and frameworks on customer experience management 	<ul style="list-style-type: none"> Types of applied behaviour analysis Types and usage of customer segment analysis tools Variables that influence customer buying patterns Components of desired customer experience Principles of effective customer communication Indicators and methods of tracking customer engagement and satisfaction 	<ul style="list-style-type: none"> Applications of customer behaviour analysis Components of a customer journey Components of desired customer experience Stages in customer lifecycle Critical customer touchpoints Industry best practices in customer relationship management Strategies and tactics to engage customers 	<ul style="list-style-type: none"> Evolution of customer demands and needs Customer engagement strategy formulation Emerging trends and technology in customer relationship management Customer identity management theory and techniques End to end customer journey and lifecycle management Key performance indicators and benchmarking criteria to evaluate customer engagement and satisfaction Impact of customer experience on sales Process and considerations of translating the desired customer experience into a service operations plan 	

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Abilities		<ul style="list-style-type: none"> • Conduct research on customer profiles and preferences • Recognise the diverse range of customers and their needs, preferences and expectations • Track customers changing demands and needs • Execute the customer engagement strategy based on immediate targets and guidelines set • Communicate regularly with customers on an appropriate level • Create a positive customer experience • Apply set indicators to measure and track level of customer engagement and interaction • Apply customer experience management tools and frameworks 	<ul style="list-style-type: none"> • Analyse customer data and research to ascertain implications on organisation's products and marketing strategy • Apply customer segment analysis tools to understand make-up, requirements and buying patterns of different segments • Propose customer engagement initiatives for specific products based on insights • Align specific customer engagement activities with overall customer journey • Oversee customer communications • Determine indicators to capture and measure customer engagement 	<ul style="list-style-type: none"> • Oversee customer behaviour analysis • Integrate key findings from customer research and analysis into customer engagement strategy • Support the development of an overarching customer experience • Design interactive experiences and processes that engage the customers, in ensuring alignment with overarching customer journey • Establish key touchpoints with customers throughout the customer journey • Direct operating rhythm and standard protocol or guidelines for customer management and engagement processes • Oversee end-to-end customer lifecycle management • Evaluate effectiveness of customer engagement initiatives • Recommend possible enhancements to customer engagement strategy and tactics 	<ul style="list-style-type: none"> • Anticipate future changes in customer demands and needs, and their potential impact • Establish a cohesive, overarching customer journey and experience • Integrate the designed customer experience with the organisation brand and other sales and marketing departments • Integrate the customer experience with the business and digital strategy • Translate the desired customer experience into a service operations plan • Formulate strategies to monitor progress in achieving customer engagement and satisfaction • Evaluate effectiveness of customer experience strategy • Lead refinements or significant changes in direction to the overall customer experience and engagement strategy • Establish strategy to manage the customer lifecycle from end-to-end 	
Range of Application						