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| **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** |  | * 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 | * 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 | * 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 | * 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 |  |
| **Abilities** |  | * 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 mangement tools and frameworks | * 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 | * 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 | * 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** |  | | | | | |