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| **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** | 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.  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.  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. | | | | | |
| **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 | | | |
| **Skills and Competencies** | **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 | | | | | |
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| The information contained in this document serves as a guide. | | | | | | |