<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Customer Experience</th>
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<tbody>
<tr>
<td>TSC</td>
<td>E-commerce Management</td>
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<tr>
<td>TSC Description</td>
<td>Develop, manage and execute e-commerce strategies and activities according to organisational objectives</td>
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<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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<tr>
<td>Analyse information</td>
<td>Monitor e-commerce activities and collaboration efforts with partners</td>
<td>Develop detailed e-commerce activities with partners to enhance online awareness and website visibility</td>
<td>Drive e-commerce strategy adoption that is aligned with organisational objectives</td>
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**Knowledge**

- Types of products or services to be advertised on e-commerce platforms
- Types of mobile marketing
- Types of e-commerce activities
- Importance of customer feedback in e-commerce delivery
- Methods to advertise products online
- Possible media options
- Means of using data gathered from e-commerce activities
- E-commerce management tactics
- Messages to be communicated
- Types of communication tools
- Types of performance metrics and indicators
- E-commerce strategies
- Effectiveness of e-commerce strategies and activities
- Evaluation tools and methods for e-commerce activities
- Considerations in adopting e-commerce technologies
- Importance of information security in adopting e-commerce technologies

**Abilities**

- Support evaluation of e-commerce activities for further improvement
- Contribute ideas for development of e-commerce activities
- Collect information pertaining to past performance on social media platforms
- Collect data on e-commerce activities
- Analyse feedback from customers on factors affecting e-commerce sales
- Execute e-commerce activities in alignment to e-commerce strategies, sales and marketing strategies
- Monitor performance and effectiveness of e-commerce activities in accordance with performance measures to further refine action plans
- Review information on e-commerce sales and customer feedback versus business objectives
- Monitor social media platforms or online blog or
- Develop promotion mechanics and e-commerce activities
- Select potential communication tools to reach out to target customers effectively
- Manage execution of e-commerce activities to achieve the desired results
- Evaluate customer responses to determine effectiveness of e-commerce activities
- Determine performance measures for each
- Establish strategies of e-commerce adoption in the organisation
- Establish e-commerce performance targets aligned to sales and marketing strategies
- Determine performance metrics and targets to measure effectiveness of e-commerce operational plans
- Drive e-commerce chain of activities aligned to e-commerce strategies
- Evaluate performance of e-commerce operational...
| vlog and forums related platforms for customer feedback or review | element of the e-commerce activity:  
- Manage operational plans to support objectives of e-commerce activities  
- Manage budgets of e-commerce activities  
- Collaborate with business partners to create sales opportunities and enhance online awareness and website visibility | plans in meeting sales and marketing objectives:  
- Recommend improvements to e-commerce operational plans based on evaluation outcomes  
- Implement policies on secure information and sensitive data during adoption of e-commerce technologies |