

SKILLS FRAMEWORK FOR FINANCIAL SERVICES SKILLS MAP- SEGMENT EXECUTIVE				
<b>Sector</b>	Financial Services			
<b>Track</b>	Product Solutioning and Management			
<b>Occupation</b>	Segment Executive			
<b>Job Role</b>	Segment Executive			
<b>Job Role Description</b>	<p>The Segment Executive is responsible for executing defined segment strategies to deliver customer value propositions and contribute to managing the portfolio health of a segment. He/She implements activities to differentiate the organisation in a competitive market by achieving and maintaining a seamless customer experience. His duties also require him to assist in the implementation of allocation methodologies to account for revenue generation and maximise customer satisfaction.</p> <p>The Segment Executive is achievement-oriented and able to demonstrate logical thinking in his approach in problem solving. He is familiar and comfortable with using numerical and data analysis techniques, and possesses quantitative reasoning skills. He holds a curious attitude towards customers' short-term and long-term needs, accompanied with business acumen.</p>			
<b>Critical Work Functions and Key Tasks / Performance Expectations</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>		
	Manage customer segment strategies	Conduct market research to form an understanding of the targeted customers and opportunities within the market landscape		
		Assist in implementing customer acquisition and communications strategies across distribution channels		
		Identify latest market progressions, customer needs and competitive landscape in the market		
		Facilitate in coordinating promotional events tailored to the segments		
		Conduct data analyses to identify customer segment trends and ongoing monitoring of customer satisfaction		
	Identify customer journey experience	Assist in developing sales and marketing activities to increase sales and promote products and services within each segment		
		Generate ideas for customisation or augmentation of products to meet customer needs and identify cross-sell, up-sell or optimisation opportunities		
		Coordinate and ensure preparation of front-line staff to execute sales, marketing and customer retention activities		
	Maintain segment portfolio health	Monitor performance of sales and marketing activities and overall segment portfolio health		
		Gather data required to support conduct of customer journey mapping		
		Assist in identifying appropriate engagement models for segments		
		Assist in the coordination among product, marketing and front-line staff to deliver consistent customer experiences		
		Gather information required to conduct data analyses and ongoing monitoring of customer satisfaction level		
Facilitate the implementation of short-term and long-term initiatives to improve customer experiences across all touchpoints				
Identify upcoming trends and digital opportunities for digital customer experiences				
Facilitate the process of implementing risk controls to ensure compliance within customer journeys				
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Account Management	Level 3	Communication	Basic
	Business Environment Analysis	Level 3	Problem Solving	Basic
	Business Opportunities Development	Level 3	Teamwork	Basic
	Business Risk Assessment	Level 3	Sense Making	Basic
	Customer Acquisition Management	Level 3	Digital Literacy	Intermediate
	Customer Behaviour Analysis	Level 3		
	Customer Relationship Management	Level 3		
	Digital Marketing	Level 3		
	Ethical Culture	Level 3		

	Market Profiling	Level 3		
	Market Research and Analysis	Level 3		
	Partnership Management	Level 3		
	Product Advisory	Level 3		
	Stakeholder Management	Level 3		
<b>Programme Listing</b>	For a list of Training Programmes available for the Financial Services sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/financial-services">www.skillsfuture.sg/skills-framework/financial-services</a>			

The information contained in this document serves as a guide.