

SKILLS FRAMEWORK FOR FINANCIAL SERVICES				
SKILLS MAP - CUSTOMER EXPERIENCE EXECUTIVE/USER EXPERIENCE EXECUTIVE				
Sector	Financial Services			
Track	Digital and Data Analytics			
Occupation	Customer Experience Executive			
Job Role	Customer Experience Executive/User Experience Executive			
Job Role Description	<p>The Customer Experience Executive/User Experience Executive works closely with customer-facing teams to gain insights and ideas for strategies and processes to build customer or user experiences that would fulfil customer needs and enhance customer experiences. He/She assists in the implementation of customer or user journey design initiatives and the Proof of Concept (PoC) testing before initiatives are rolled out. He helps to ensure that a customer-centric culture is practiced among front-facing staff and other related stakeholders.</p> <p>The Customer Experience Executive/User Experience Executive demonstrates the ability to be understanding and empathetic to anticipate the needs of customers and users while being customer oriented. He is creative in nature and open to experimenting with new ideas and solutions. He also keeps abreast of trends and market practices to contribute towards user journey formulation.</p>			
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Key Tasks		
	Develop customer and/or user experience strategies	Survey customers and/or users to gain feedback on existing customer or user experiences		
		Compile reports on customer and/or user feedback on existing customer and/or user experiences		
		Survey customers and/or users to gain feedback on existing customer and/or user experiences		
	Build customer and/or user journey design initiatives	Draft customer and/or user journey design initiatives to enhance customer and/or user experience based on experience strategies developed		
		Prepare materials to communicate customer and/or user journey design initiatives to customer-facing and user-facing sales teams		
		Collate feedback on feasibility of customer and/or user journey design initiatives from customer-facing and user-facing sales teams		
	Implement customer and/or user journey design initiatives	Assist in design of implementation plans for customer and/or user journey design initiatives		
		Assist in implementation of customer and/or user journey design initiatives in a timely manner by working with business units		
		Assist in Proof of Concept (PoC) testing activities		
		Collate feedback from customers and users on new journey design initiatives		
	Promote a customer-centric culture	Research and identify suitable methods to build a customer-centric culture within the organisation		
		Draft an organisation guide for customer-centric best practices and processes		
		Confirm that executives and other staff understand the promotion of customer-centric culture and encourage adoption of a customer-centric culture		
	Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)
Continuous Improvement Management		Level 4	Communication	Intermediate
Customer Behaviour Analysis		Level 4	Interpersonal Skills	Intermediate
Customer Experience Management		Level 3	Service Orientation	Intermediate
Data Collection and Analysis		Level 3	Managing Diversity	Intermediate
Ethical Culture		Level 3	Sense Making	Intermediate
Policy Implementation and Revision		Level 3		
Product Design and Development		Level 4		
Stakeholder Management		Level 3		
User Experience Design		Level 3		
Programme Listing	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.