

SKILLS FRAMEWORK FOR FINANCIAL SERVICES SKILLS MAP - HEAD OF CUSTOMER EXPERIENCE/HEAD OF USER EXPERIENCE				
Sector	Financial Services			
Track	Digital and Data Analytics			
Occupation	Customer Experience Executive			
Job Role	Head of Customer Experience/Head of User Experience			
Job Role Description	<p>The Head of Customer Experience/Head of User Experience is responsible for overseeing the overall customer and/or user experience strategies and journey design, liaising with senior management to keep them updated on new initiatives and to seek feedback from implemented initiatives. He/She facilitates communication between User Interface/User Experience (UI/UX) design teams to ensure smooth running of proof of concept testing. He is also responsible for building a customer-centric culture within the organisation.</p> <p>The Head of Customer Experience/Head of User Experience possesses strong project and team management skills, as well as the capability to guide and coach others to achieve goals. He is customer-oriented and interested in delivering the ideal experiences for the organisation's customers. He is open-minded, forward thinking and able to think strategically on how to deliver value to the organisation.</p>			
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Key Tasks		
	Develop customer and/or user experience strategies	Set project timelines, target customer and/or user groups and expectations for customer and/or user surveys		
		Communicate key insights and recommendations on customer and/or user experiences strategies to senior management		
		Evaluate recommended experience strategies for enhanced customer and/or user experiences		
	Build customer and/or user journey design initiatives	Oversee development of customer and/or user journey design initiatives to enhance customer and/or user experience based on strategies developed		
		Evaluate customer and/or user journey design initiatives for implementation		
		Drive agenda for customer and/or user journey design initiatives for implementation within the organisation		
	Implement customer and/or user journey design initiatives	Review implementation plan for customer and/or user journey design initiatives		
		Oversee implementation of customer and/or user journey design initiatives		
		Facilitate collaboration with User Interface and User Experience (UI/UX) design team to ensure smooth Proof of Concept (PoC) testing of new customer and/or user journey design		
		Deliver insights, feedback and recommendations on new initiatives to senior management		
	Promote a customer-centric culture	Lead the customer and/or user experience team to brainstorm creative means to build a customer-centric culture within the organisation		
		Drive the organisation guide for customer-centric best practices and processes, and communicate across networks		
Obtain buy-in from internal stakeholders to adopt a customer-centric culture within the organisation				
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Continuous Improvement Management	Level 6	Communication	Advanced
	Customer Behaviour Analysis	Level 5	Interpersonal Skills	Advanced
	Customer Experience Management	Level 5	Developing People	Advanced
	Data Collection and Analysis	Level 5	Leadership	Advanced
	Ethical Culture	Level 5	Decision Making	Intermediate
	People Performance Management	Level 5		
	Policy Implementation and Revision	Level 5		
	Product Design and Development	Level 6		
	Stakeholder Management	Level 5		
	User Experience Design	Level 5		
Programme Listing	For a list of Training Programmes available for the Financial Services sector, please visit: www.skillsfuture.sg/skills-framework/financial-services			

The information contained in this document serves as a guide.